



The 2022 Primary Playbook + 2024 Presidential Politics

Verified Voter Omnibus Survey

N = 1,078 Registered Voters
Fielded February 19 - February 23, 2022



2022 Primary Playbook: The Issues



What Concerns Voters Most?

All respondents were asked “How concerned are you, if at all, that the following are a problem for the country?” for the following issues:

Economic damage from COVID-19; Mandatory masking of kids in schools; The spread of COVID-19 infections; Inflation; Climate change; Income inequality; Budget deficits and the national debt; Cancel culture; Legal immigration; Illegal immigration; Systemic racism; Shortages and supply chain issues

Additionally, Democrats and Democratic-leaning independents were asked to rate their level of concern about the following issues:

Donald Trump’s supporters; Unvaccinated adults; White nationalism; Sexism; Discrimination against LGBTQ Americans; Police brutality; Student debt; Gun violence; Americans lacking health coverage; Voter suppression; Capitalism; Attempts to restrict abortion access

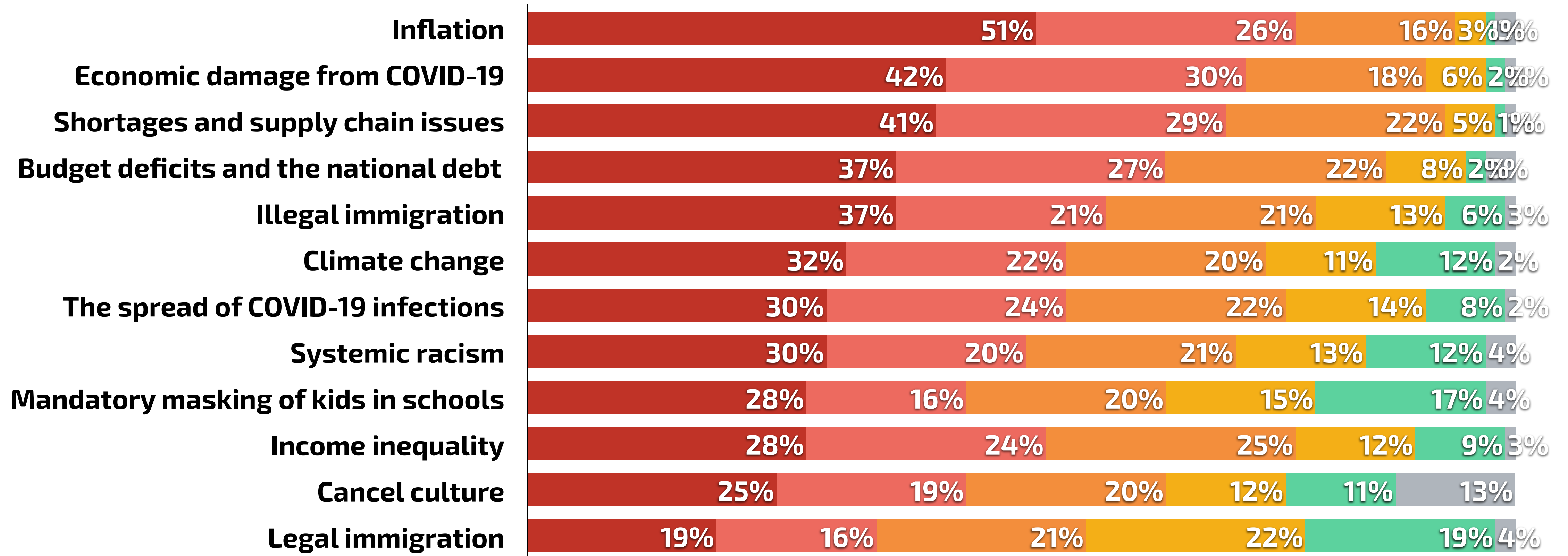
Additionally, Republicans and Republican-leaning independents were asked to rate their level of concern about the following issues:

Legal abortion in the third trimester; High taxes; Lack of support for the police; general moral decline of the country; Socialism; Election fraud; Tech company censorship; Liberal bias in mainstream media; China; Critical Race Theory; COVID-19 vaccine mandates; Soft-on-crime prosecutors



General Election Issues: Inflation Dominates

Q. How concerned are you, if at all, that the following are a problem for the country?



■ Extremely concerned
 ■ Very concerned
 ■ Somewhat concerned
 ■ Not very concerned
 ■ Not at all concerned
 ■ Unsure

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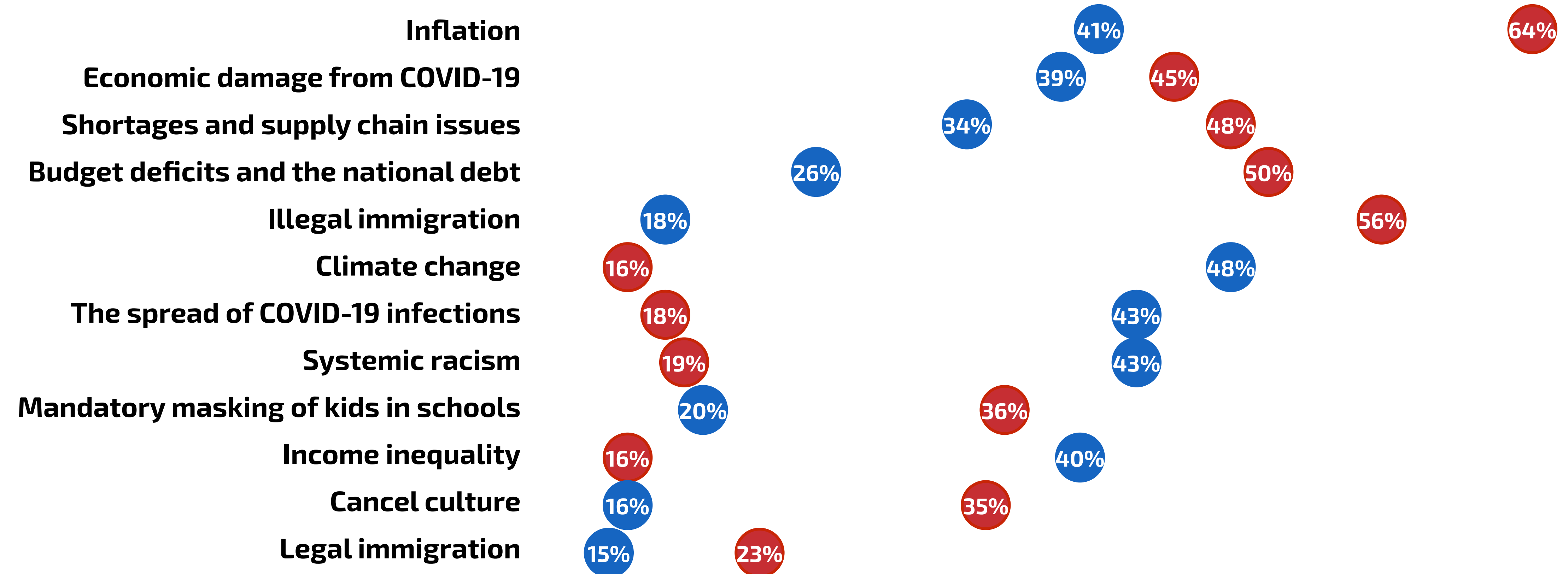
Democrats More Highly Concerned About Climate Change, COVID, and Racism Than Inflation

Q. How concerned are you, if at all, that the following are a problem for the country?

[% Answering Extremely Concerned]

● Dem + Lean

● GOP + Lean



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GOP Primary Issues, Part I: Inflation Eclipses Immigration, Taxes

Q. How concerned are you, if at all, that the following are a problem for the country?
 [% of Republican + Lean Voters] [*Asked only to Republican + Lean Voters]

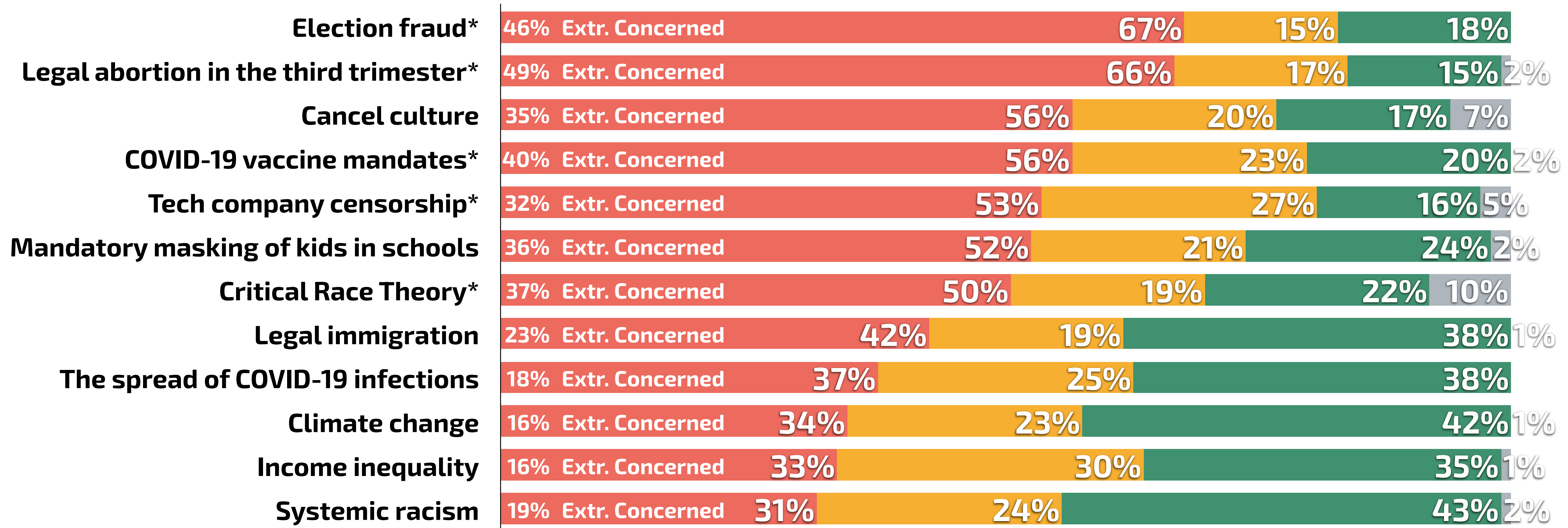


■ Extremely/Very Concerned
 ■ Somewhat Concerned
 ■ Not Very/Not At All Concerned
 ■ Unsure

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GOP Primary Issues, Part II: Election Fraud, Cancel Culture, and CRT Are Second Tier Concerns

Q. How concerned are you, if at all, that the following are a problem for the country?
 [% of Republican + Lean Voters] [*Asked only to Republican + Lean Voters]



■ Extremely/Very Concerned
 ■ Somewhat Concerned
 ■ Not Very/Not At All Concerned
 ■ Unsure

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Trump-First Republicans More Concerned Across the Board, but Inflation and Taxes Unite Both Wings of the Party

Q. How concerned are you, if at all, that the following are a problem for the country?

[% Answering Extremely Concerned]

● Party-First GOP

● Trump-First GOP



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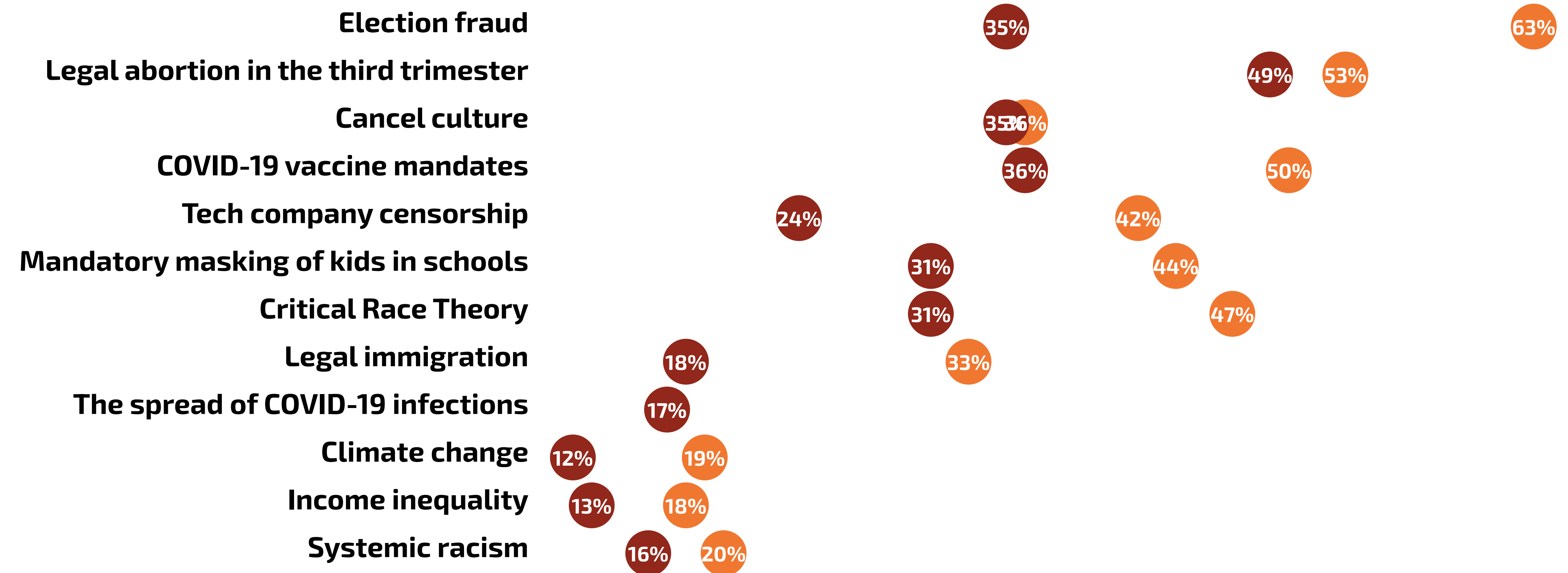
Bigger Splits Between Trump- & Party-First GOP on Second Tier Concerns, Especially Election Fraud, CRT, and Vaccine Mandates

Q. How concerned are you, if at all, that the following are a problem for the country?

[% Answering Extremely Concerned]

● Party-First GOP

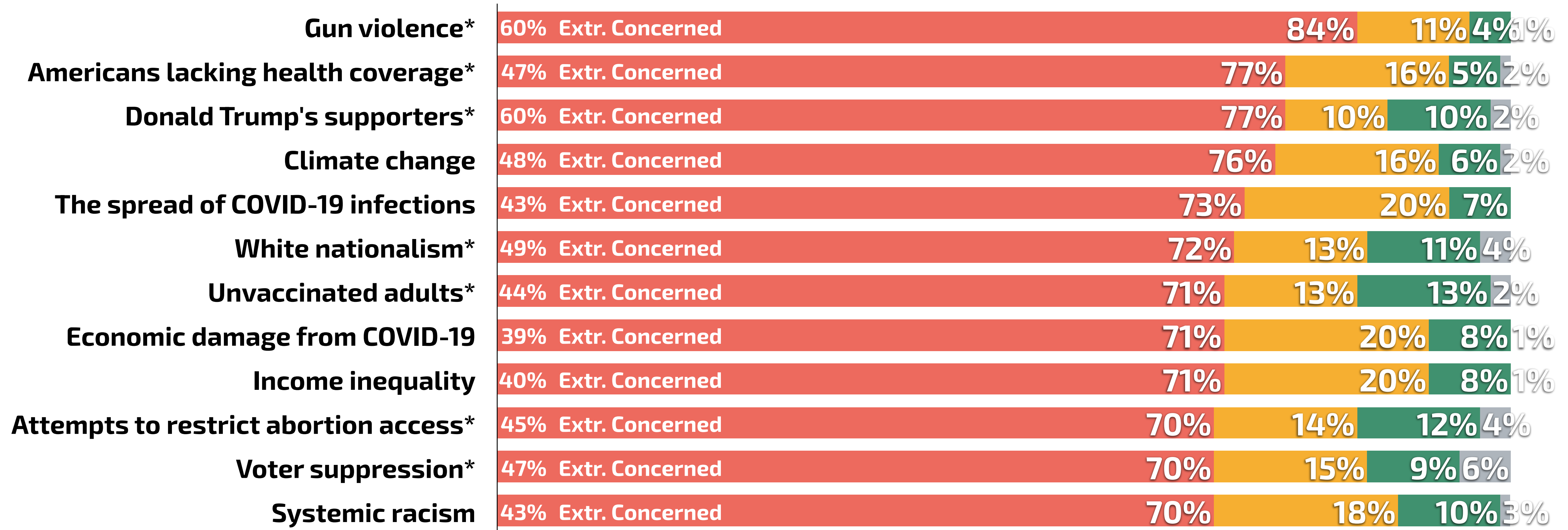
● Trump-First GOP



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Dem Primary Issues, Part 1: 6 In 10 Democrats Extremely Concerned Gun Violence, Donald Trump's Supporters Are A Problem For The Country

Q. How concerned are you, if at all, that the following are a problem for the country?
 [% of Democrat + Lean Voters] [*Asked only to Democrat + Lean Voters]

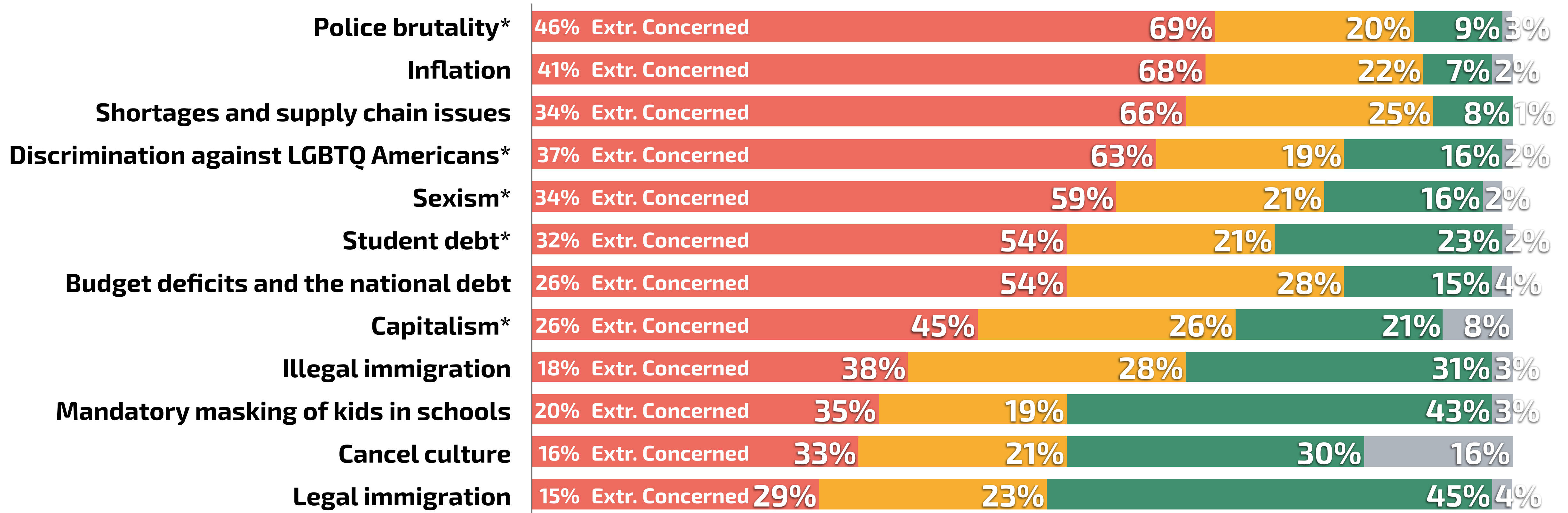


■ Extremely/Very Concerned
 ■ Somewhat Concerned
 ■ Not Very/Not At All Concerned
 ■ Unsure

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Dem Primary Issues, Part 2: Inflation a Second Tier Concern

Q. How concerned are you, if at all, that the following are a problem for the country?
 [% of Democrat + Lean Voters] [*Asked only to Democrat + Lean Voters]



■ Extremely/Very Concerned
 ■ Somewhat Concerned
 ■ Not Very/Not At All Concerned
 ■ Unsure

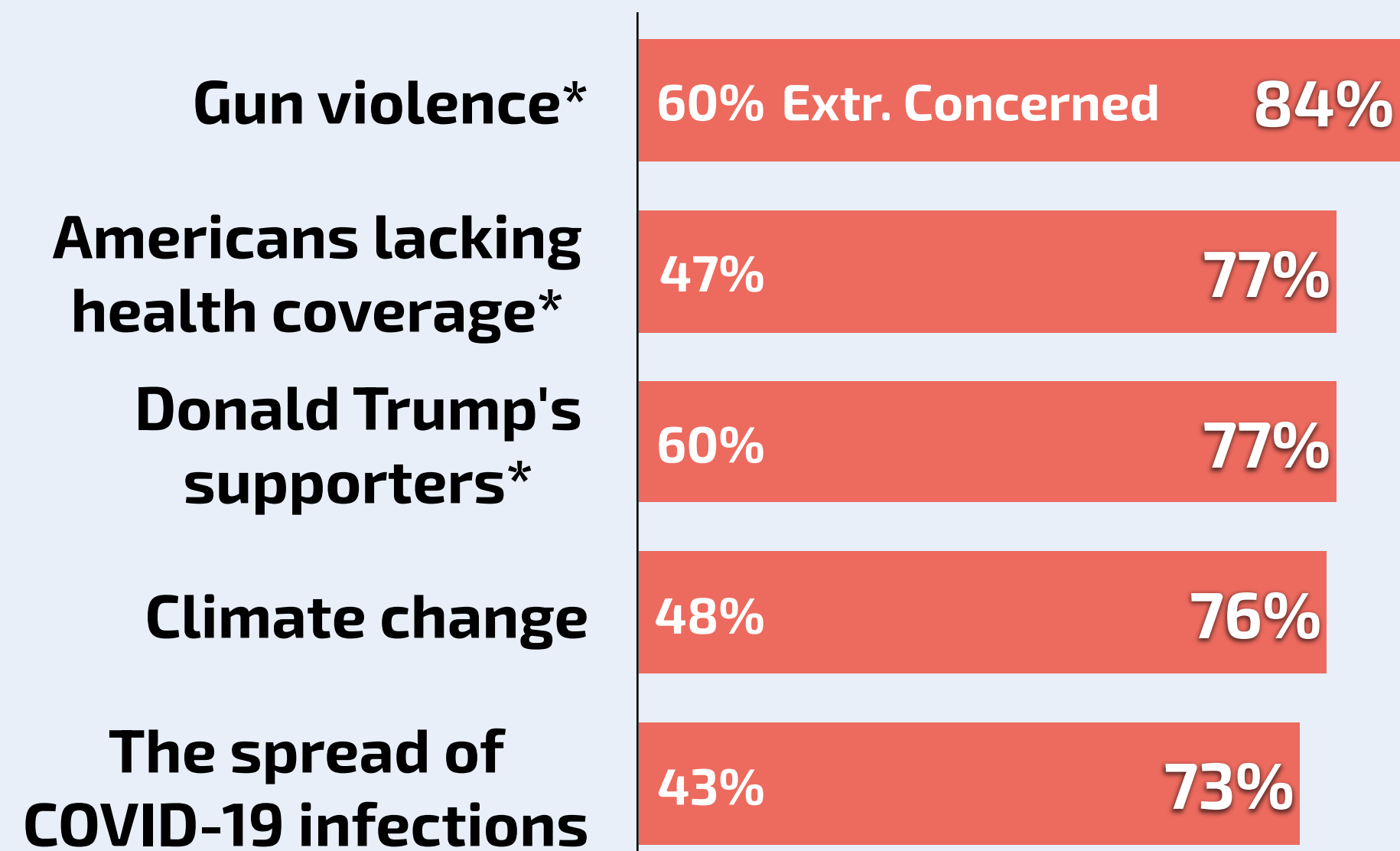
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Inflation Is Top Concern For GOP, While Gun Violence Is Top Dem Concern

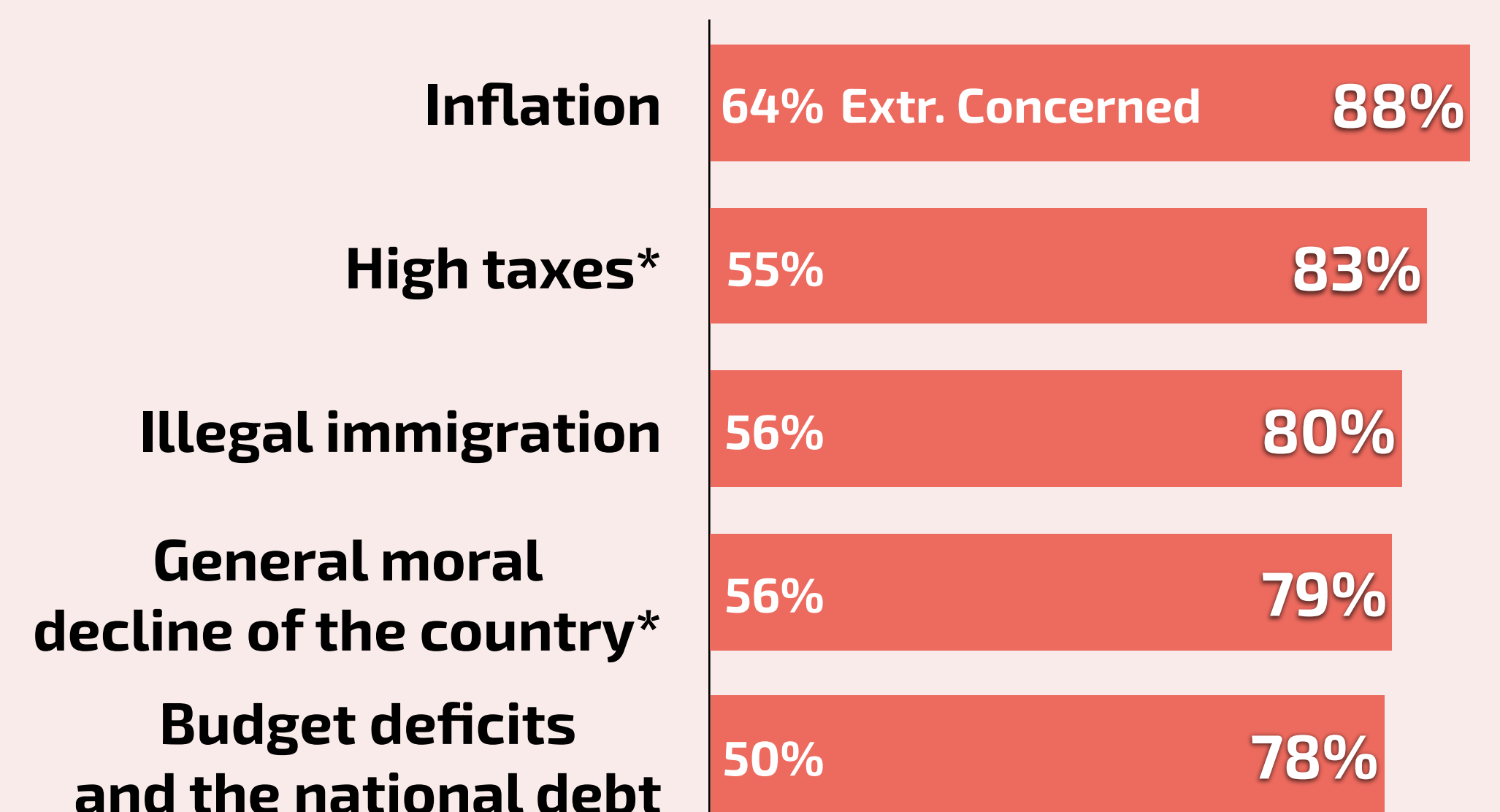
Q. How concerned are you, if at all, that the following are a problem for the country?

% Extremely / Very Concerned

DEMOCRAT TOP 5



REPUBLICAN TOP 5



*Asked only of Dem+Lean or GOP+Lean

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2022 Primary Playbook: Candidate Attributes and Positioning



Using Conjoint Methodology to Find the Republican and Democratic Candidates Best Positioned to Win Primaries

To understand the kind of candidate ideally positioned to succeed in both a Republican and Democratic Congressional primaries, we presented Republican primary voters and Democratic primary voters with hypothetical 2022 primary matchups between two candidates (from the respondent's party) possessing a random set of demographic (gender, race, age), biographical (job experience, background), and political (ideology, endorsements) attributes. For each attribute, a win rate and margin was calculated. For example, a win margin of 10% would indicate that a candidate possessing this attribute was chosen 55% of the time.

If the 2022 Democratic primary for Congress were being held today and you had to make a choice, for whom would you vote?

A candidate who...

- Is endorsed by Bernie Sanders
- Is a non-white woman
- Is in their 50s
- Is a CEO
- Was a combat veteran
- Talks mostly about minimizing the rate of COVID-19 cases, including with mask and vaccine mandates
- Gradually advances the issues and policies they believe in, even if it means compromise

- Is endorsed by Joe Biden and Kamala Harris
- Is a non-white man
- Is in their 40s
- Is a community organizer
- Is a member of the LGBTQ community
- Talks mostly about getting the country back to normal after COVID-19 and lifting mandates as soon as we can
- Gradually advances the issues and policies they believe in, even if it means compromise

If the 2022 Republican primary for Congress were being held today and you had to make a choice, for whom would you vote?

A candidate who...

- Is endorsed by Donald Trump and other local Republican leaders
- Is a non-white woman
- Is in their 40s
- Is a federal level politician (Representative, Senator, etc.)
- Was a medical doctor
- Talks mostly about inflation, gas prices, and getting the country back to normal after COVID-19
- Gradually advances the issues and policies they believe in, even if it means compromise

- Is endorsed by Donald Trump but NOT by local Republican leaders
- Is a white man
- Is in their 60s or older
- Is a public speaker or talk show host
- Was a combat veteran
- Talks mostly about inflation, gas prices, and getting the country back to normal after COVID-19
- Gradually advances the issues and policies they believe in, even if it means compromise



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Building The Ideal Democratic Primary Candidate

Q. If the 2022 Democratic primary for Congress were being held today and you had to make a choice, for whom would you vote? A candidate who... [Asked of Democratic Primary Voters]

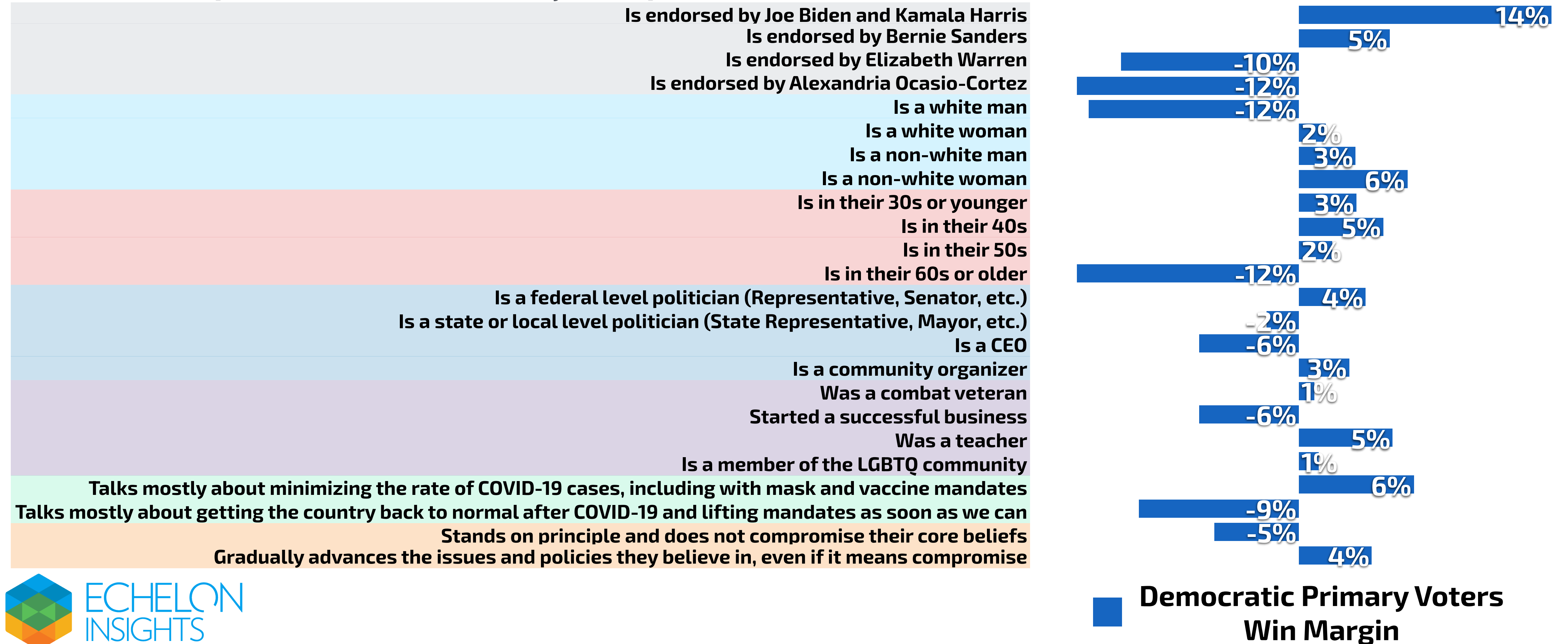
Endorsement	<ul style="list-style-type: none"> Is endorsed by Joe Biden and Kamala Harris Is endorsed by Bernie Sanders Is endorsed by Elizabeth Warren Is endorsed by Alexandria Ocasio-Cortez
Gender and Race	<ul style="list-style-type: none"> Is a white man Is a white woman Is a non-white man Is a non-white woman
Age	<ul style="list-style-type: none"> Is in their 30s or younger Is in their 40s Is in their 50s Is in their 60s or older
Job	<ul style="list-style-type: none"> Is a federal level politician (Representative, Senator, etc.) Is a state or local level politician (State Representative, Mayor, etc.) Is a CEO Is a community organizer
Background and experiences	<ul style="list-style-type: none"> Was a combat veteran Started a successful business Was a teacher Is a member of the LGBTQ community
Issues	<ul style="list-style-type: none"> Talks mostly about minimizing the rate of COVID-19 cases, including with mask and vaccine mandates Talks mostly about getting the country back to normal after COVID-19 and lifting mandates as soon as we can
Ideology	<ul style="list-style-type: none"> Stands on principle and does not compromise their core beliefs Gradually advances the issues and policies they believe in, even if it means compromise



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Dems Prefer Biden-Endorsed Over “Squad”-Like Candidates and Make Sharp Distinctions Based on Race and Gender

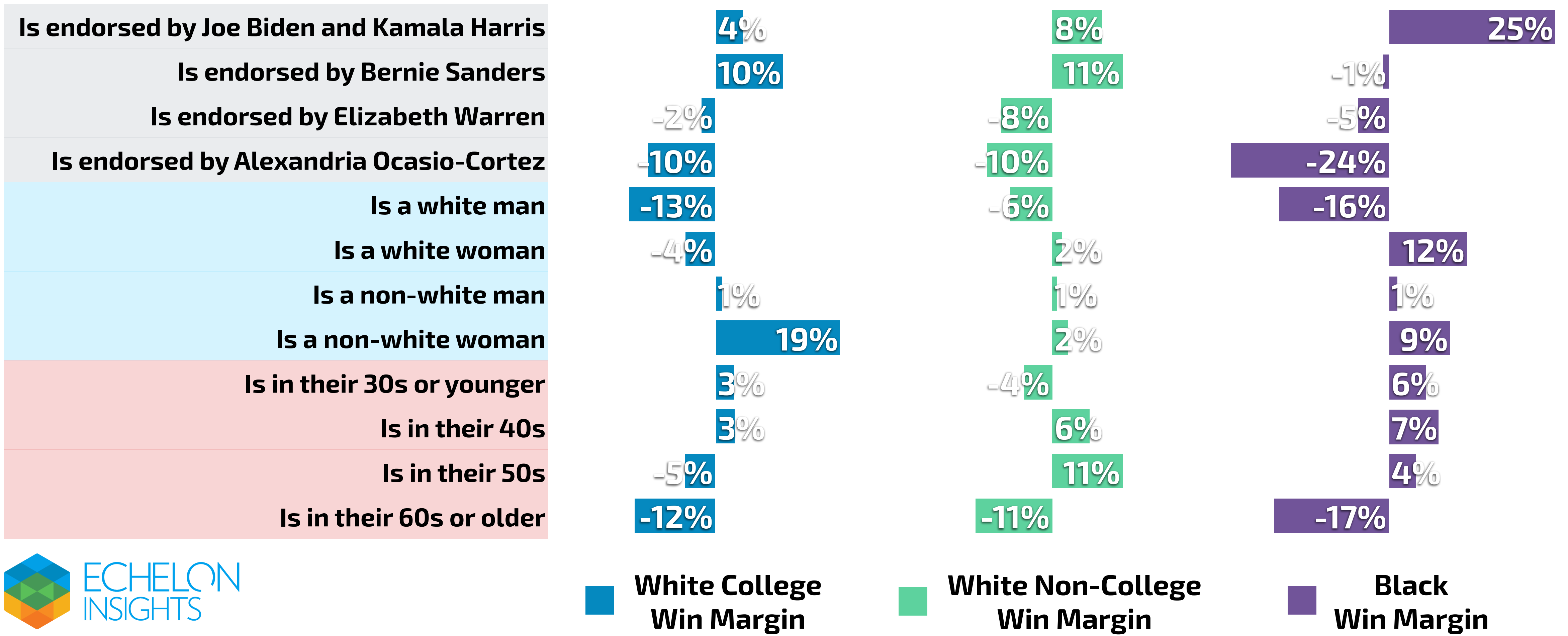
Q. If the 2022 Democratic primary for Congress were being held today and you had to make a choice, for whom would you vote? A candidate who... [Asked of Democratic Primary Voters]



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Power Of Biden-Harris Endorsement Fueled By Black Primary Voters; White Men Rejected Across the Board; White College Dems Prefer Non-White Women

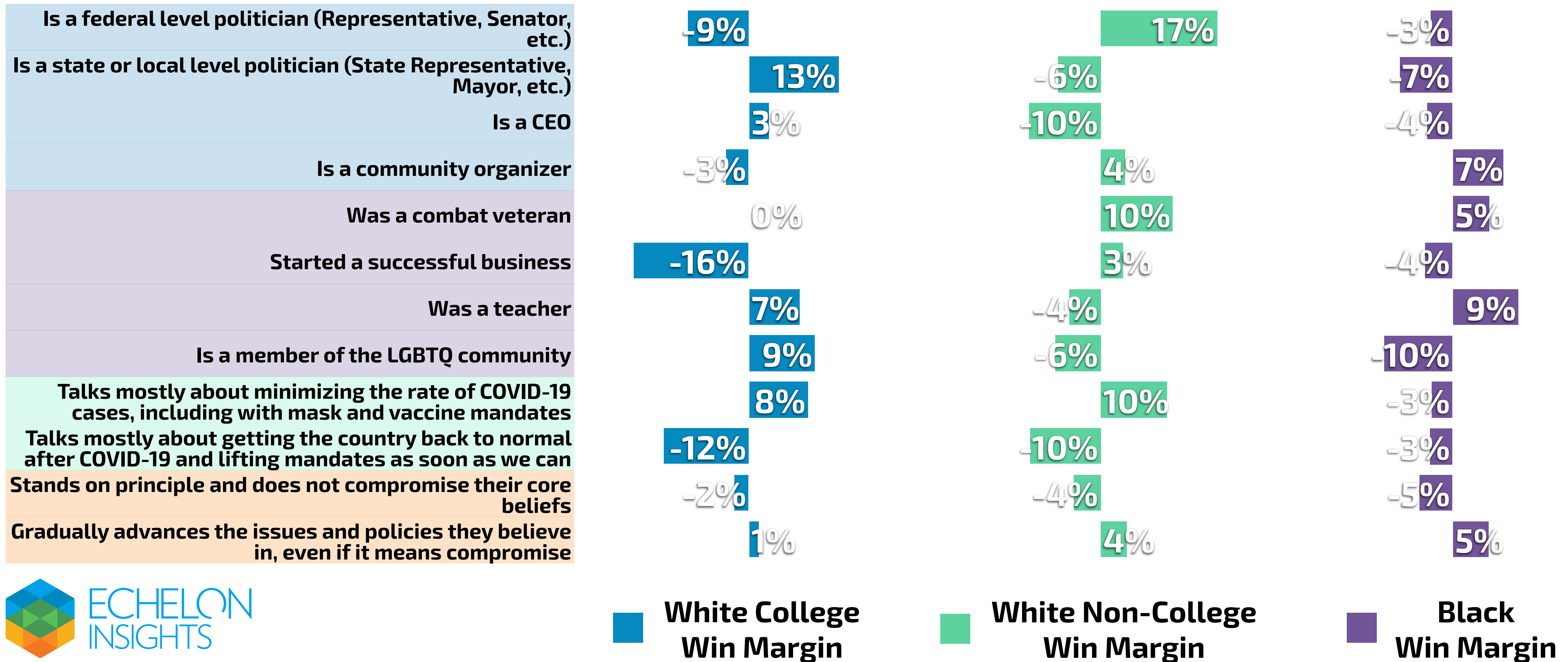
Q. If the 2022 Democratic primary for Congress were being held today and you had to make a choice, for whom would you vote? A candidate who... [Asked of Democratic Primary Voters]



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White College Dems Reject Candidates with Business Backgrounds and Those Who Talk About Getting Back to Normal After COVID

Q. If the 2022 Democratic primary for Congress were being held today and you had to make a choice, for whom would you vote? A candidate who... [Asked of Democratic Primary Voters]



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Building The Ideal Republican Primary Candidate

Q. If the 2022 Republican primary for Congress were being held today and you had to make a choice, for whom would you vote? A candidate who... [Asked of Republican Primary Voters]

Endorsement	<ul style="list-style-type: none"> Is endorsed by Donald Trump and other local Republican leaders Is endorsed by Donald Trump but NOT by local Republican leaders Is endorsed by local Republican leaders but NOT by Donald Trump Is endorsed by neither local Republican leaders nor Donald Trump
Gender and Race	<ul style="list-style-type: none"> Is a white man Is a white woman Is a non-white man Is a non-white woman
Age	<ul style="list-style-type: none"> Is in their 30s or younger Is in their 40s Is in their 50s Is in their 60s or older
Job	<ul style="list-style-type: none"> Is a federal level politician (Representative, Senator, etc.) Is a state or local level politician (State Representative, Mayor, etc.) Is a CEO Is a public speaker or talk show host
Background and experiences	<ul style="list-style-type: none"> Was a combat veteran Started a small business Was a medical doctor Worked in the Trump administration
Issues	<ul style="list-style-type: none"> Talks mostly about inflation, gas prices, and getting the country back to normal after COVID-19 Talks mostly about illegal immigration, the 2nd Amendment, and stopping the Left's takeover of the culture
Ideology	<ul style="list-style-type: none"> Stands on principle and does not compromise their core beliefs Gradually advances the issues and policies they believe in, even if it means compromise

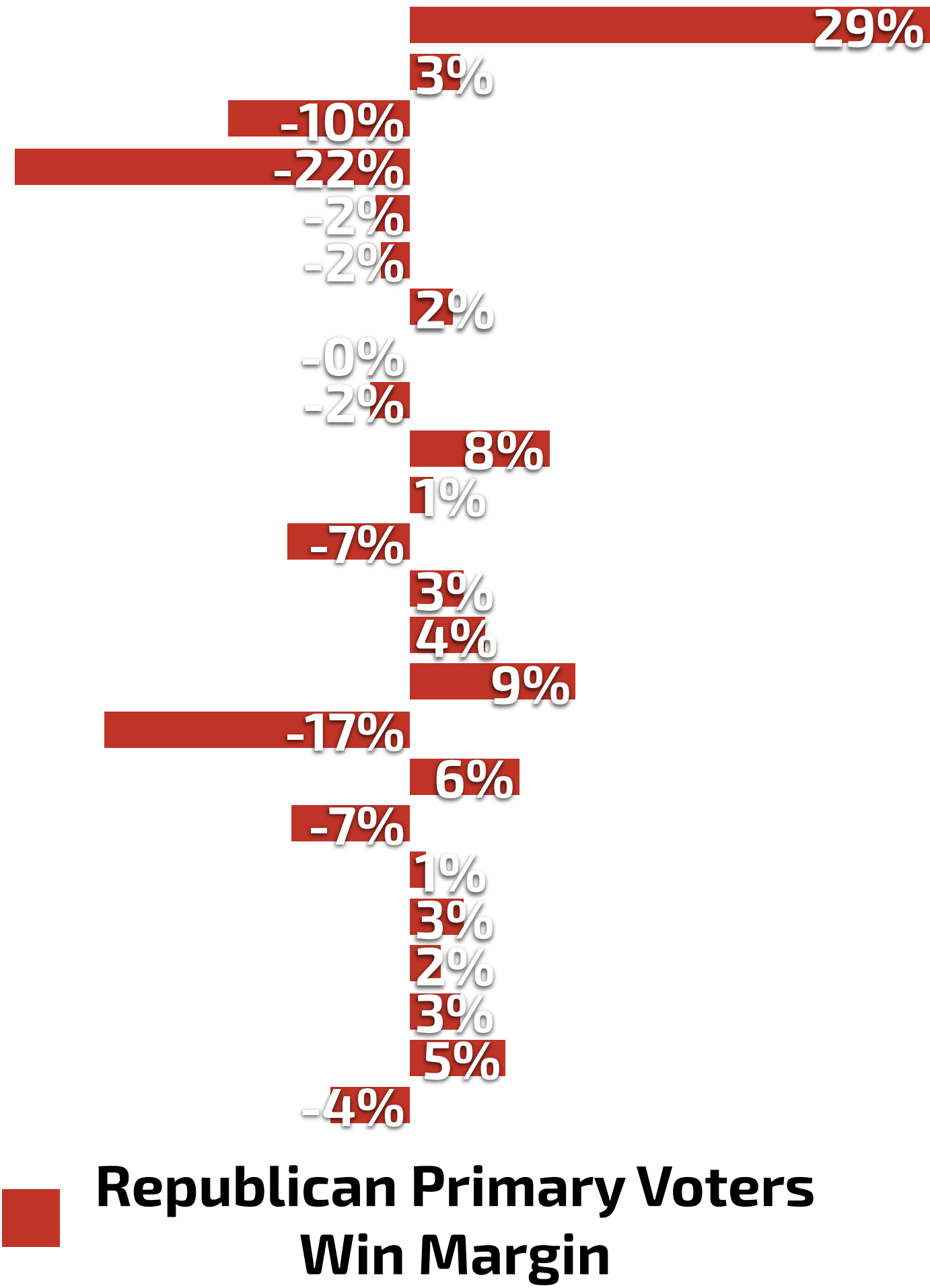


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Trump Endorsement Key, But Only in Combination with Other GOP Leaders; Few Distinctions by Race/Gender; CEOs Preferred

Q. If the 2022 Republican primary for Congress were being held today and you had to make a choice, for whom would you vote? A candidate who... [Asked Of Republican Primary Voters]

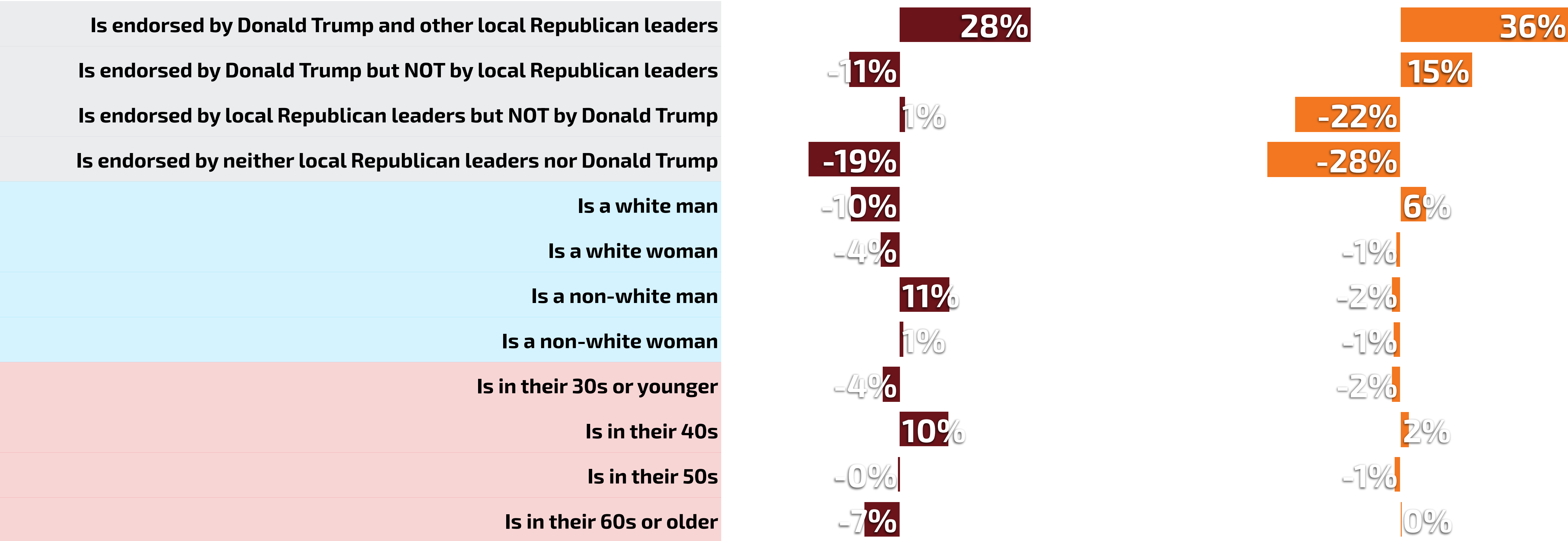
Is endorsed by Donald Trump and other local Republican leaders	29%
Is endorsed by Donald Trump but NOT by local Republican leaders	3%
Is endorsed by local Republican leaders but NOT by Donald Trump	-10%
Is endorsed by neither local Republican leaders nor Donald Trump	-22%
Is a white man	-2%
Is a white woman	-2%
Is a non-white man	2%
Is a non-white woman	-0%
Is in their 30s or younger	-2%
Is in their 40s	8%
Is in their 50s	1%
Is in their 60s or older	-7%
Is a federal level politician (Representative, Senator, etc.)	3%
Is a state or local level politician (State Representative, Mayor, etc.)	4%
Is a CEO	9%
Is a public speaker or talk show host	-17%
Was a combat veteran	6%
Started a small business	-7%
Was a medical doctor	1%
Worked in the Trump administration	3%
Talks mostly about inflation, gas prices, and getting the country back to normal after COVID-19	2%
Talks mostly about illegal immigration, the 2nd Amendment, and stopping the Left's takeover of the culture	3%
Stands on principle and does not compromise their core beliefs	5%
Gradually advances the issues and policies they believe in, even if it means compromise	-4%



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Trump And Party Endorsement Important Among Both Party- And Trump-First GOP Primary Voters

Q. If the 2022 Republican primary for Congress were being held today and you had to make a choice, for whom would you vote? A candidate who... [Asked of Republican Primary Voters]



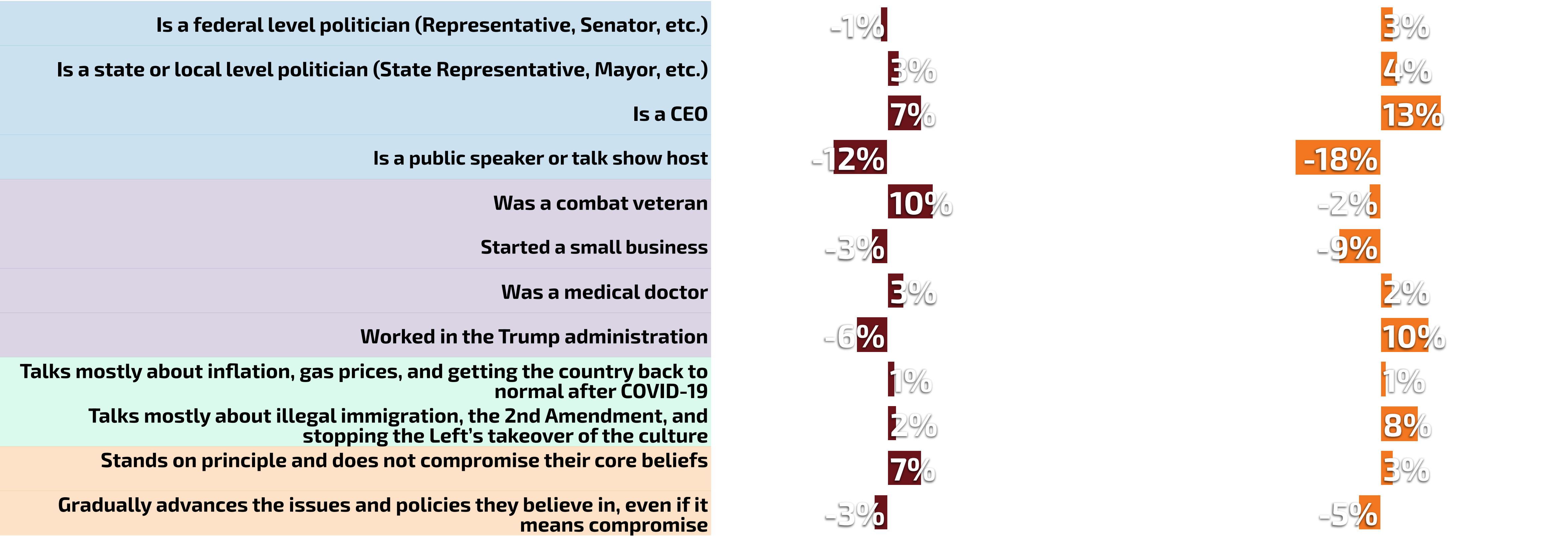
■ Party-First Republicans Win Margin
 ■ Trump-First Republicans Win Margin

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Combat Vets Perform Best With Party-First GOP Primary

Voters; CEOs Win Across Both Wings Of The Party

Q. If the 2022 Republican primary for Congress were being held today and you had to make a choice, for whom would you vote? A candidate who... [Asked of Republican Primary Voters]



■ Party-First Republicans Win Margin
 ■ Trump-First Republicans Win Margin

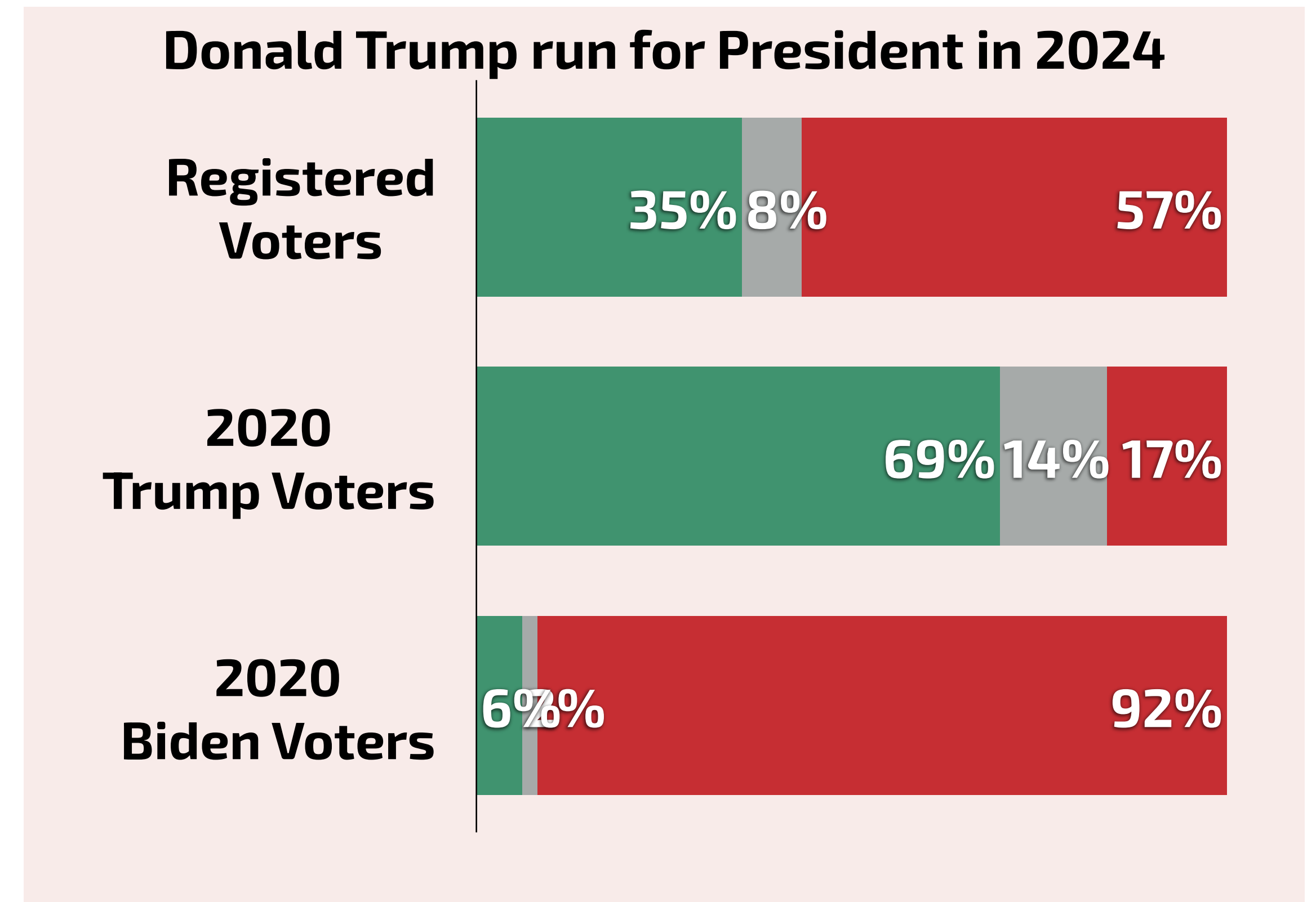
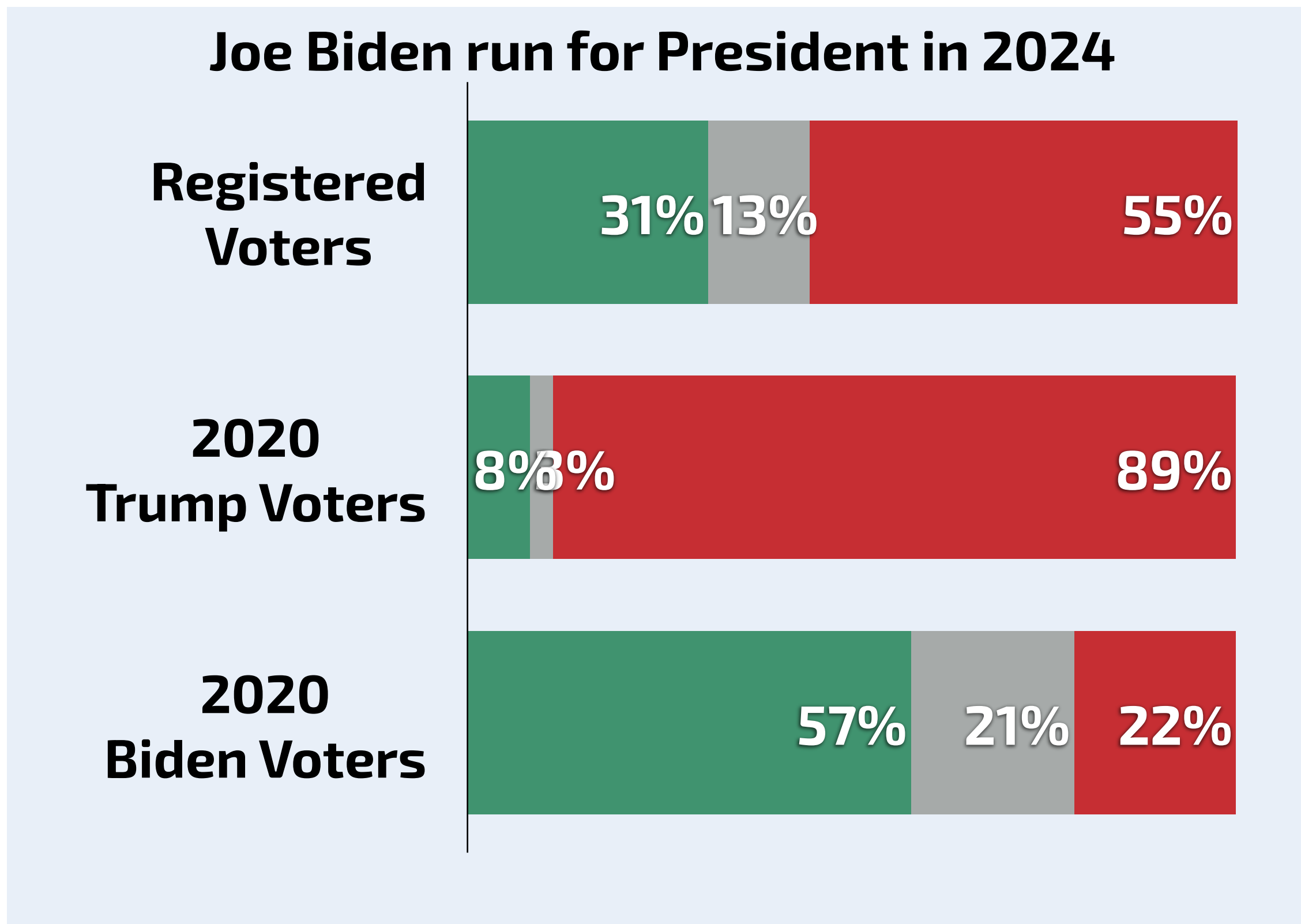
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2024 General Election



More Interested In Trump 2024 Than Biden 2024

Q. Would you like to see...



■ Yes ■ Unsure ■ No

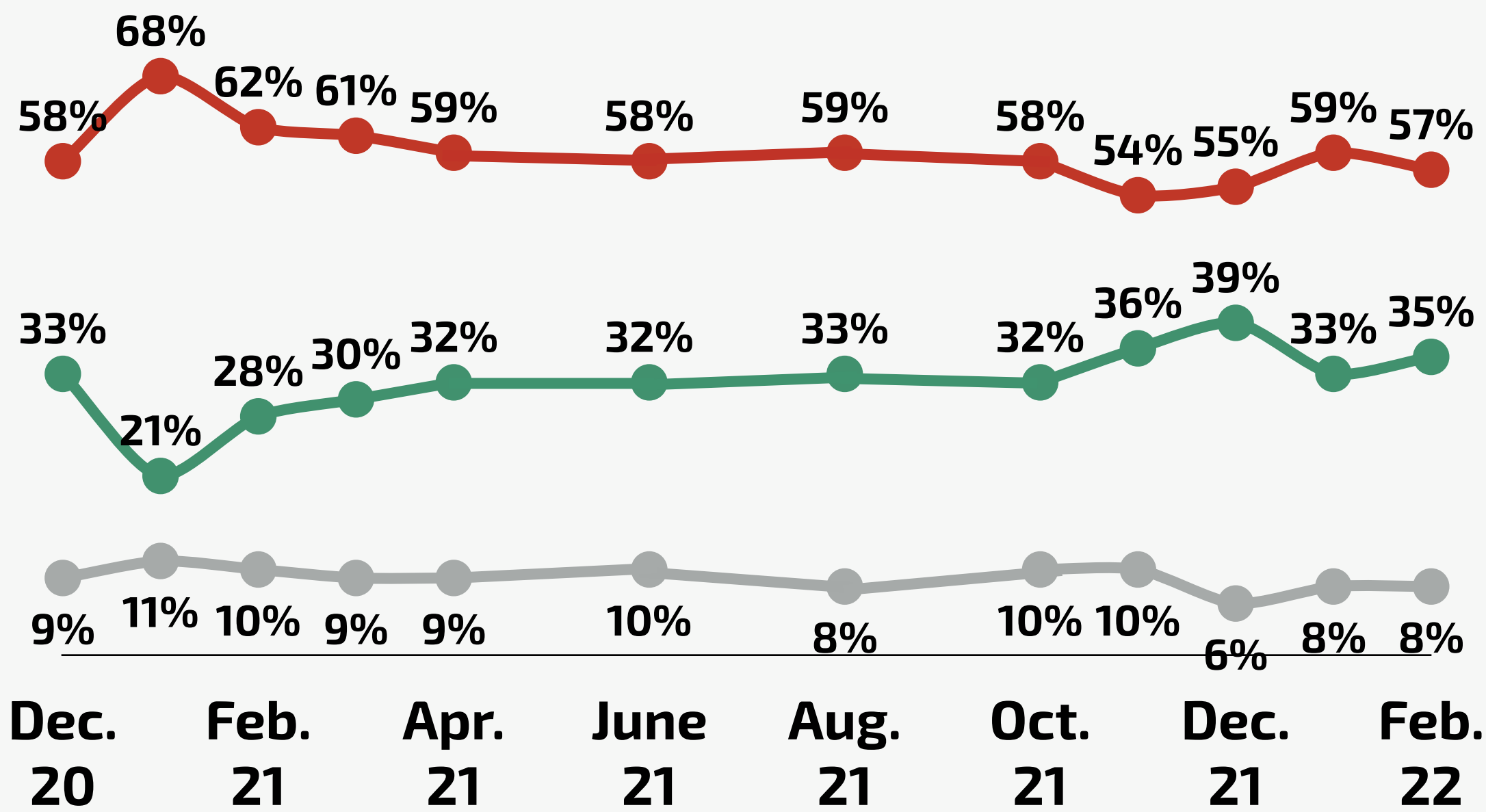
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Interest In Trump 2024 Ticks Up Among GOP

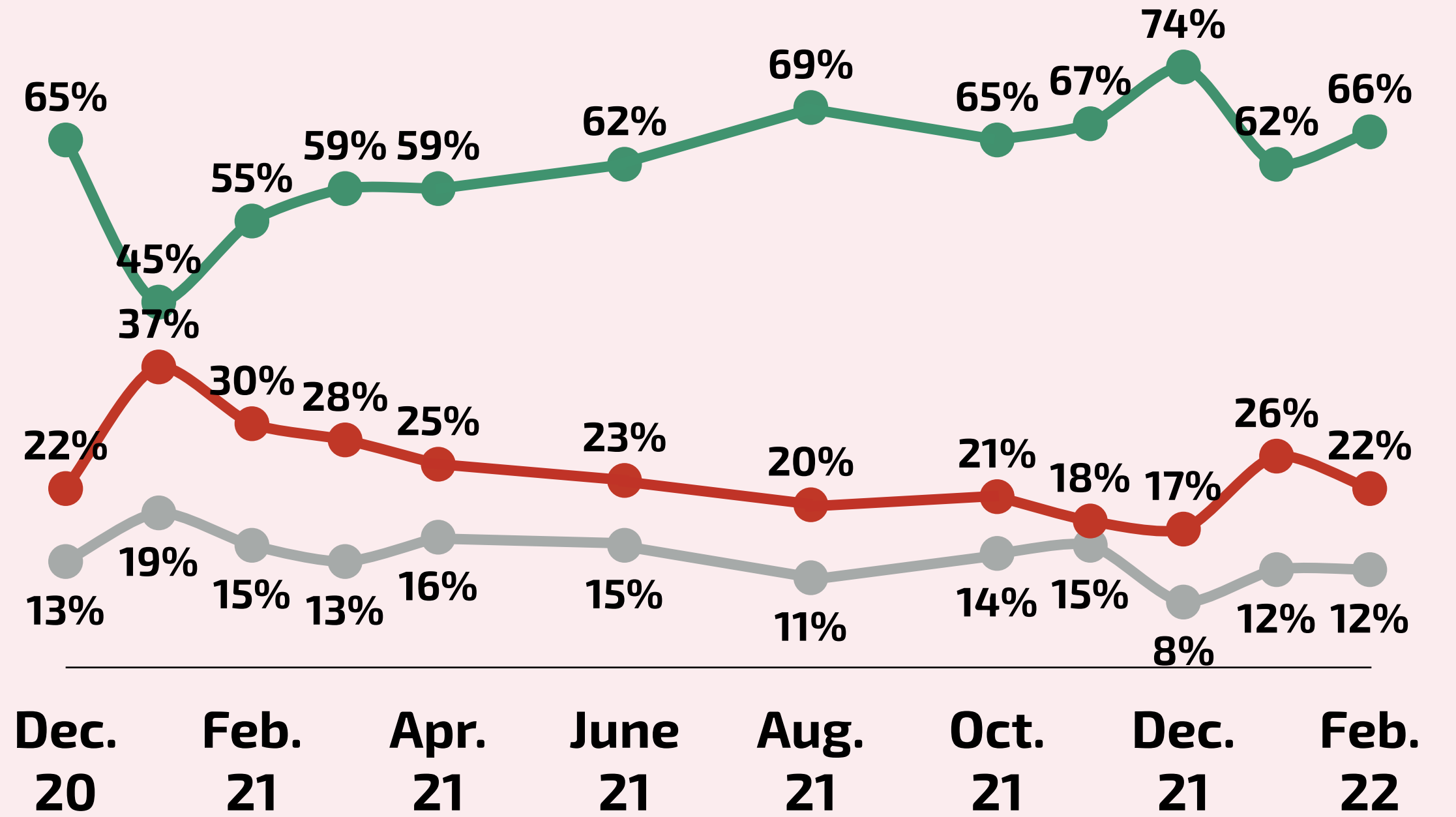
Q. Would you like to see Donald Trump run for President in 2024?

● Yes ● No ● Unsure

REGISTERED VOTERS



GOP+LEAN VOTERS

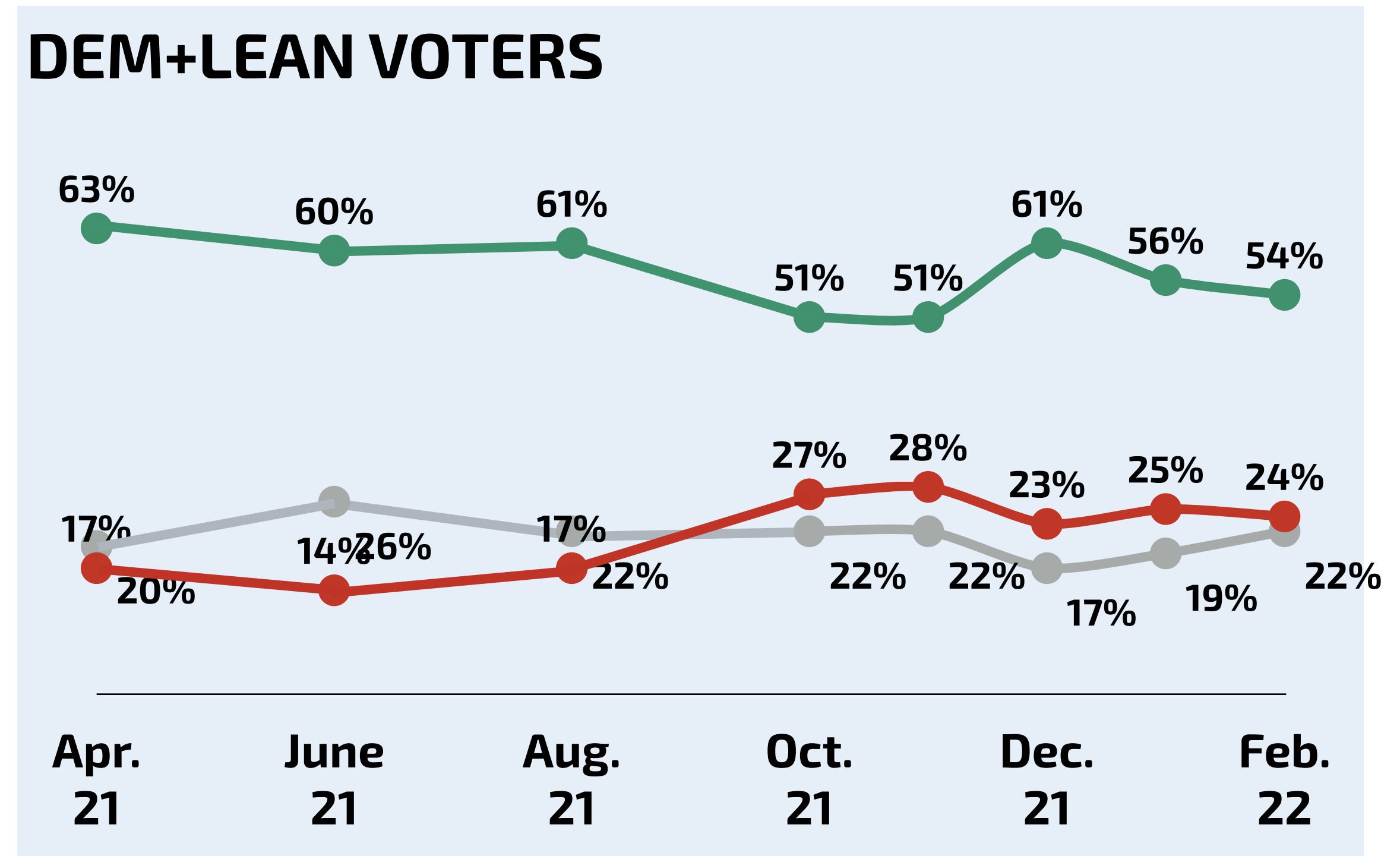
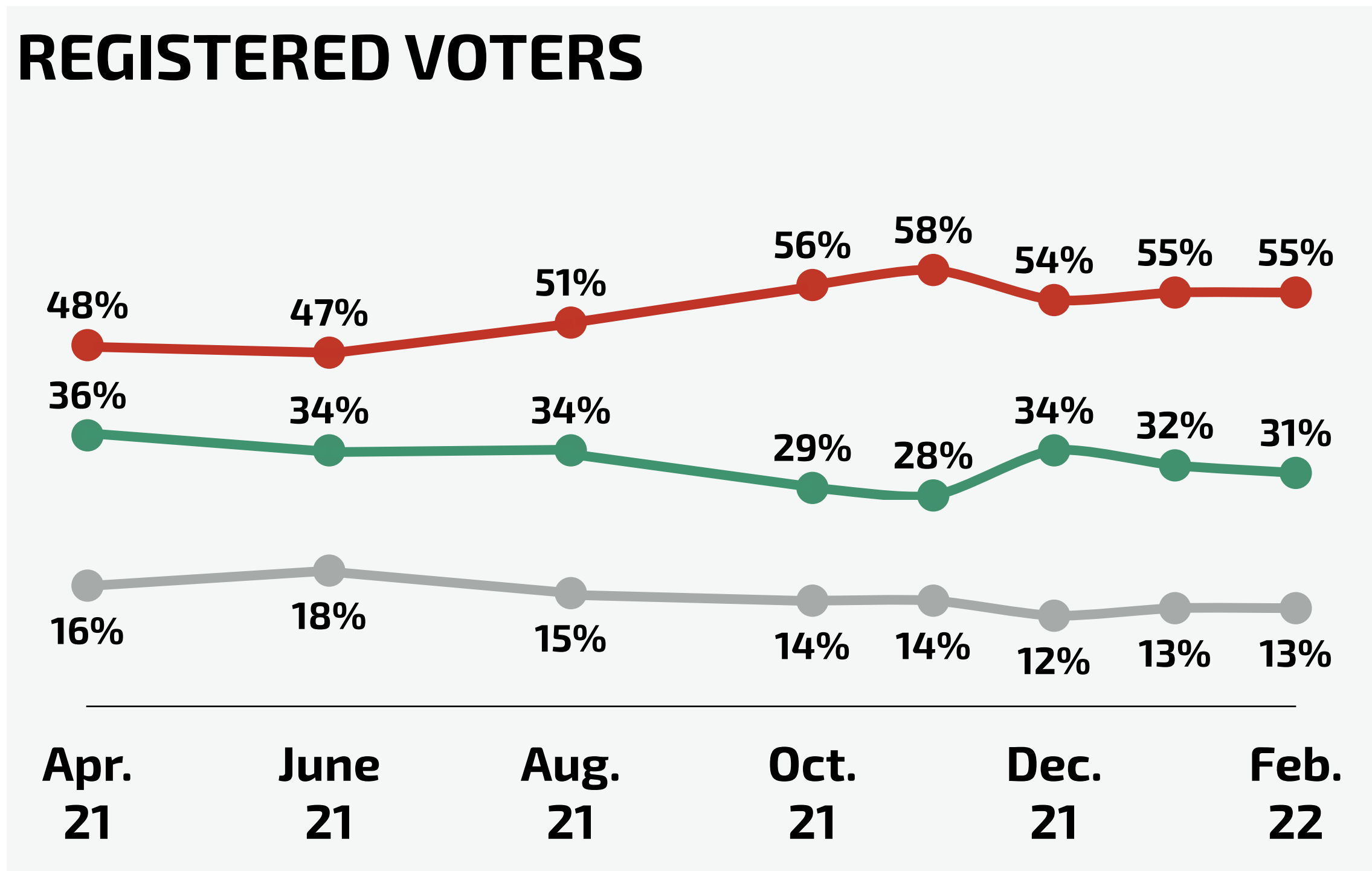


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Interest In Biden 2024 Declines Among Dems

Q. Would you like to see Joe Biden run for President in 2024?

● Yes ● No ● Unsure



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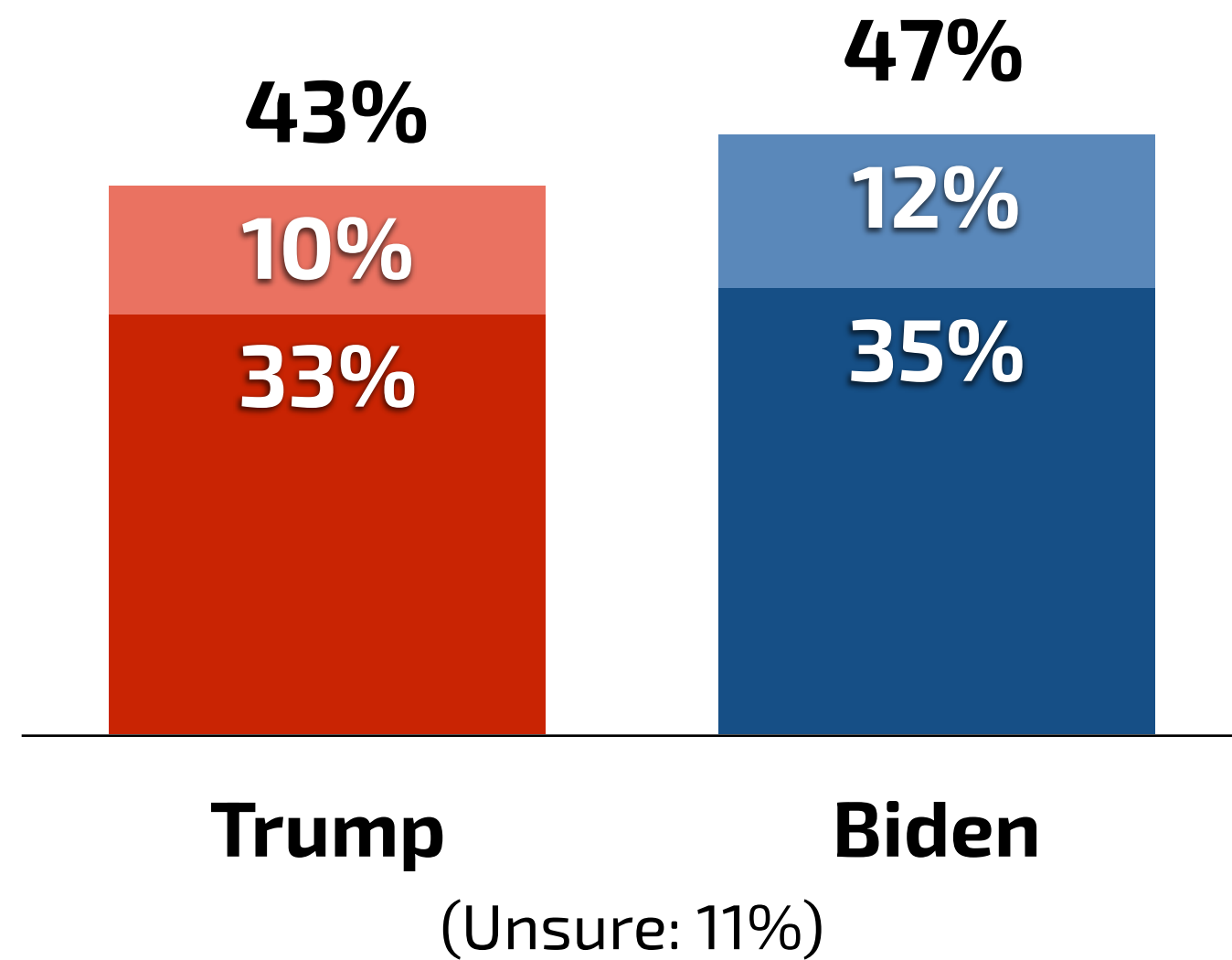
Biden +2 In Hypothetical Rematch Vs. Trump

Q. If the 2024 presidential election were being held today, would you vote for...

■ Trump, definitely ■ Trump, probably ■ Biden, definitely ■ Biden, probably

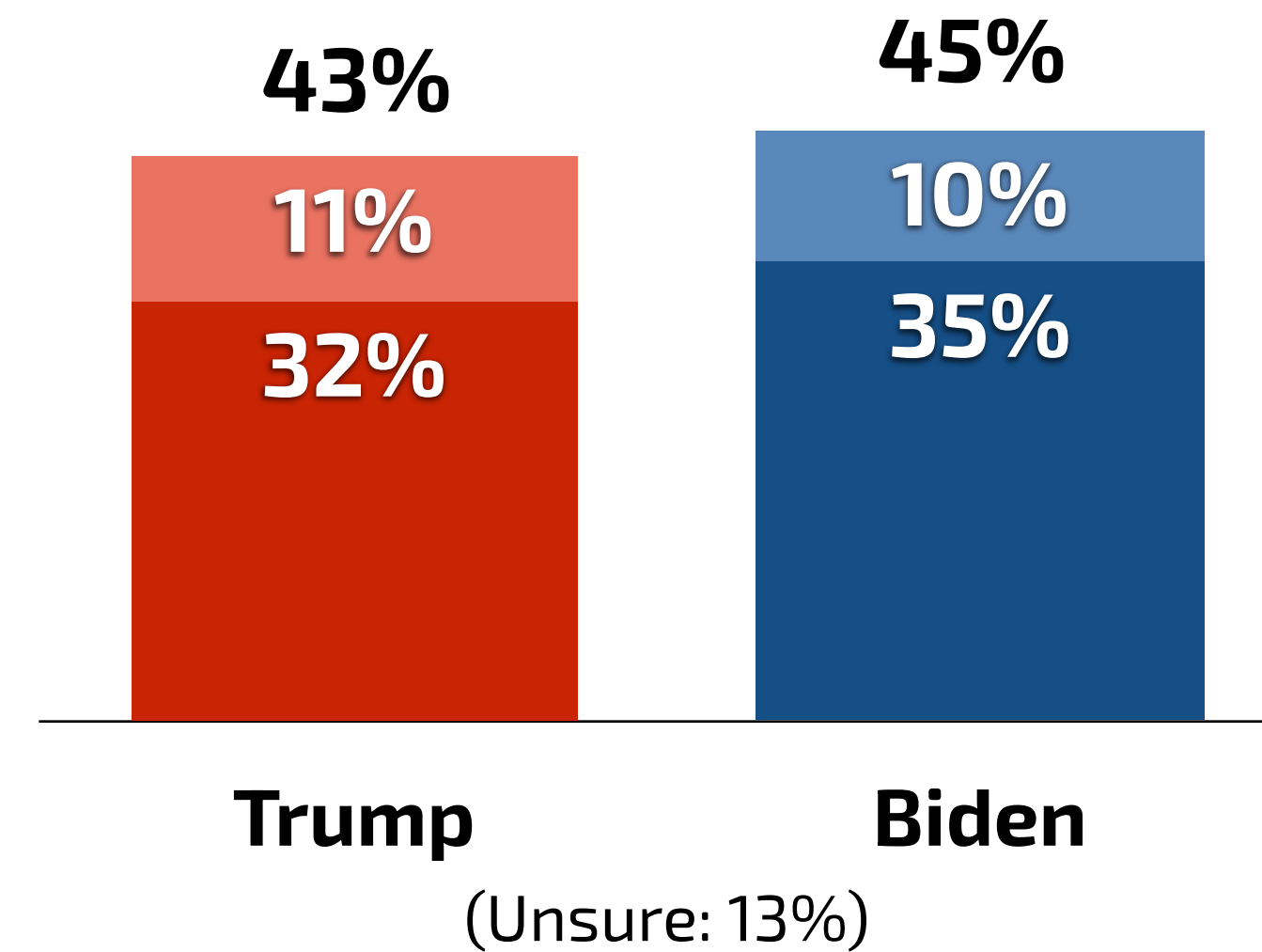
January 21 - January 23, 2022

Biden +4



February 19 - February 23, 2022

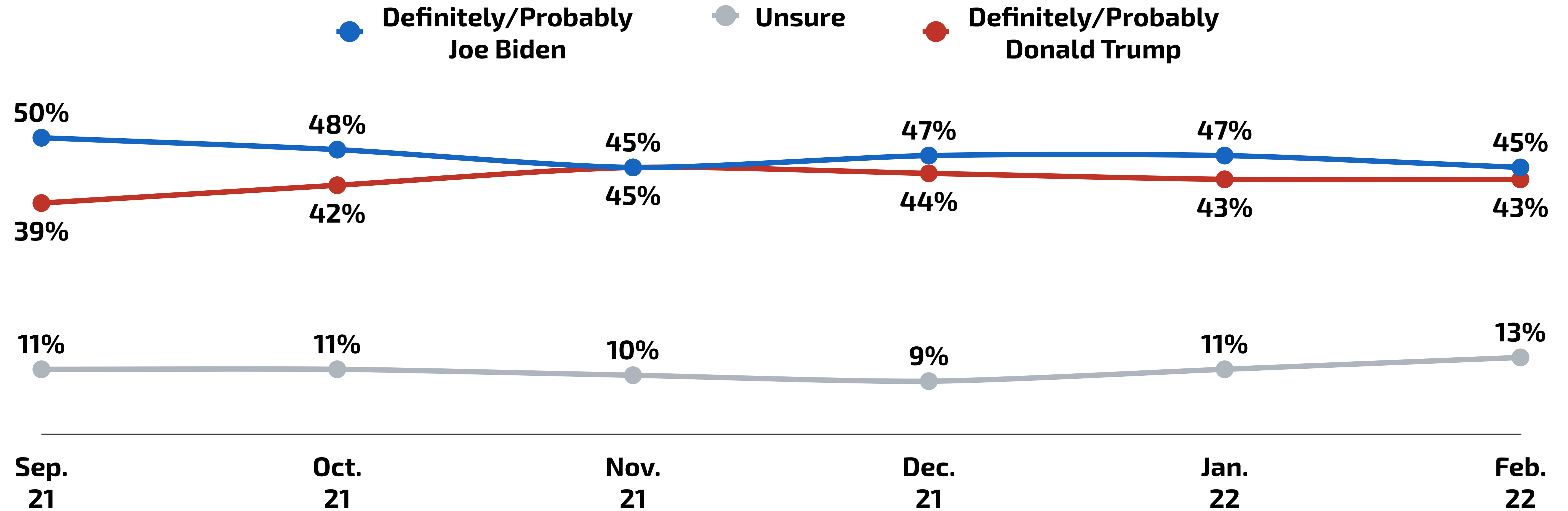
Biden +2



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Biden Lead In Trump Rematch Shrinks In February

Q. If the 2024 presidential election were being held today, would you vote for...



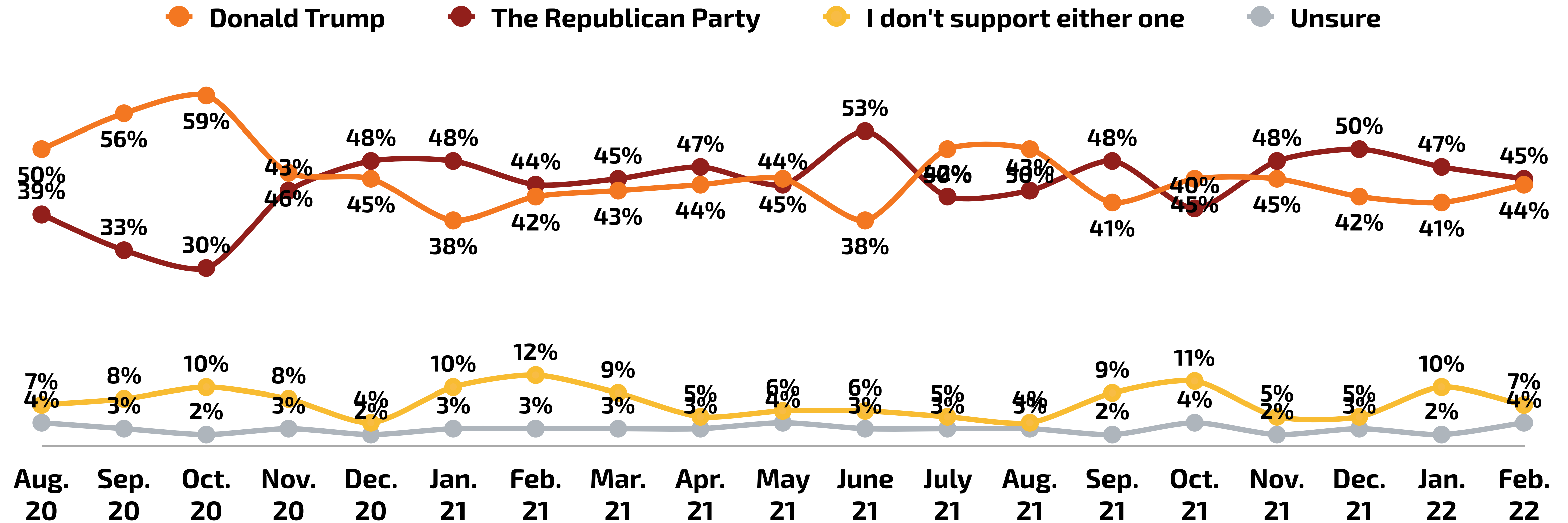
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2024 Republican Primary



“Trump-First” GOP Ticks Up In February

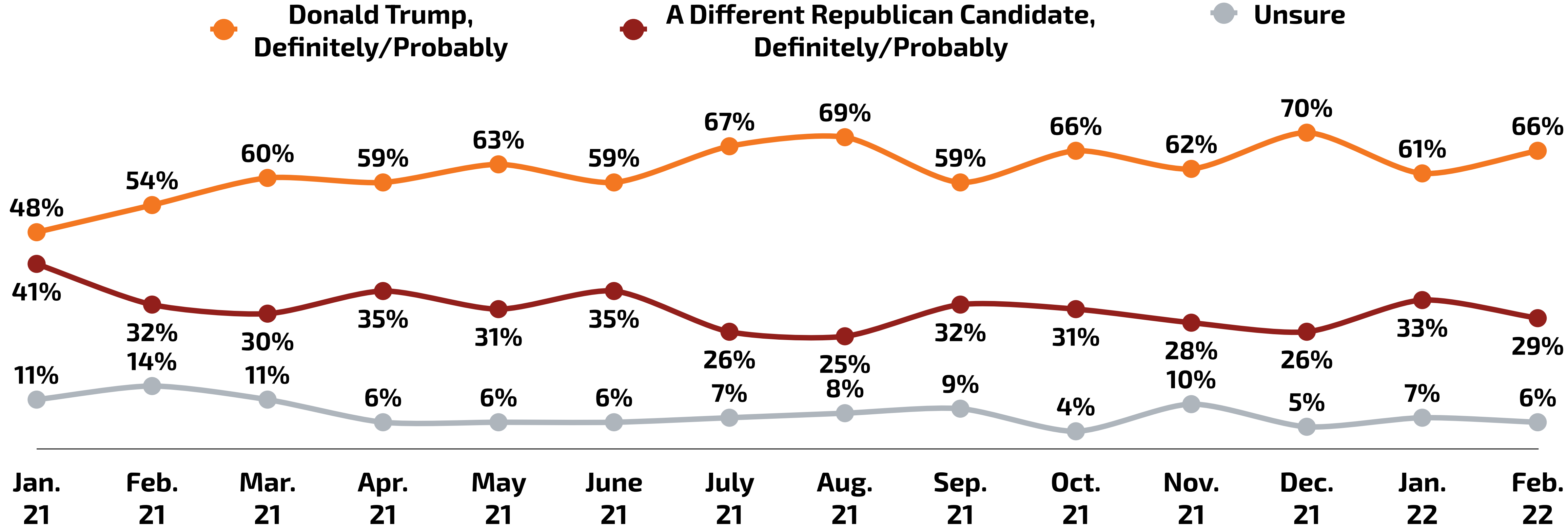
Q. Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? [Asked of Republican+Lean Voters]



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Trump Advantage In GOP Primary Grows In February

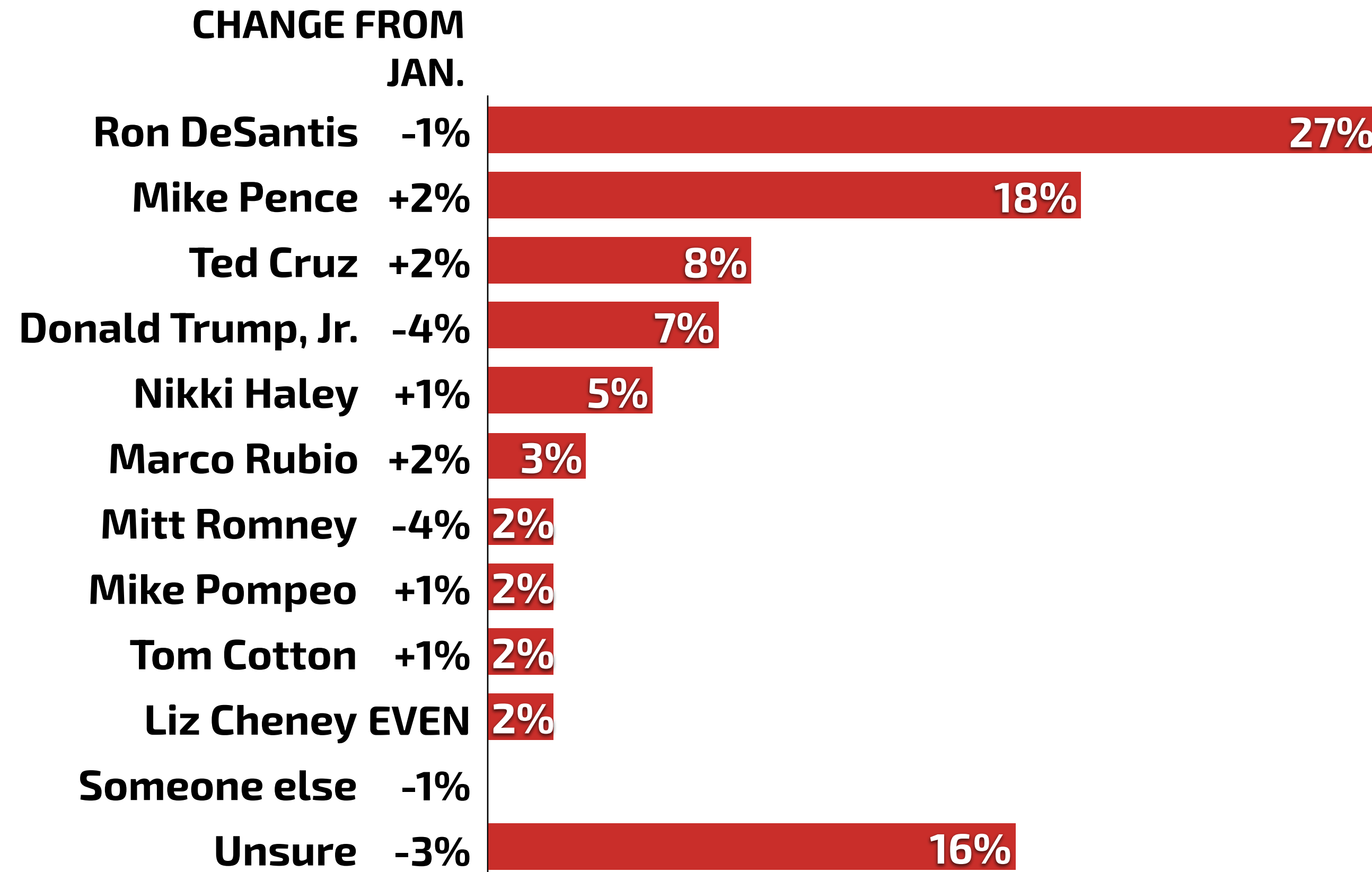
Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]



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DeSantis Maintains Lead In Non-Trump 2024 Field

Q. If Donald Trump does NOT seek the Republican nomination for President in 2024 and the Republican presidential primaries were being held today, for whom would you vote? [Asked of Republican+Lean Voters]



The following candidates were tested but received 1% or LESS vote share:

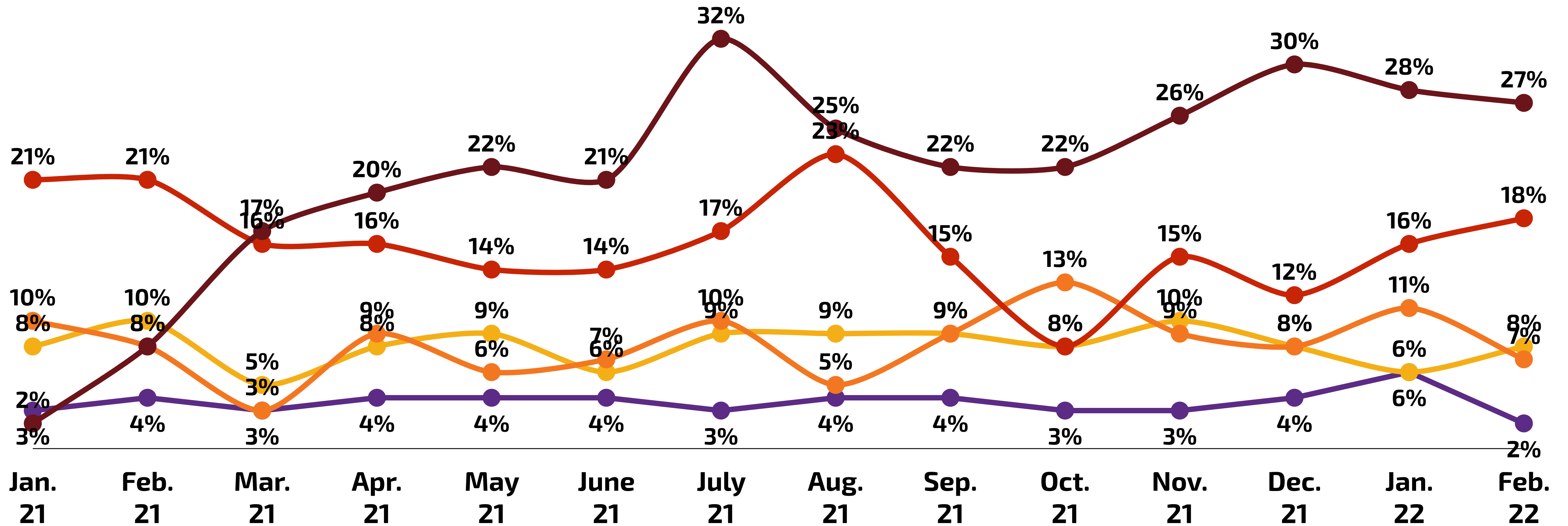
- Larry Hogan
- Tim Scott
- Ben Sasse
- Josh Hawley
- Greg Abbott
- Kristi Noem
- Rick Scott
- Chris Christie
- Glenn Youngkin



Pence Gaining In Non-Trump Field Since December

Q. If Donald Trump does NOT seek the Republican nomination for President in 2024 and the Republican presidential primaries were being held today, for whom would you vote? [Asked of Republican+Lean Voters]

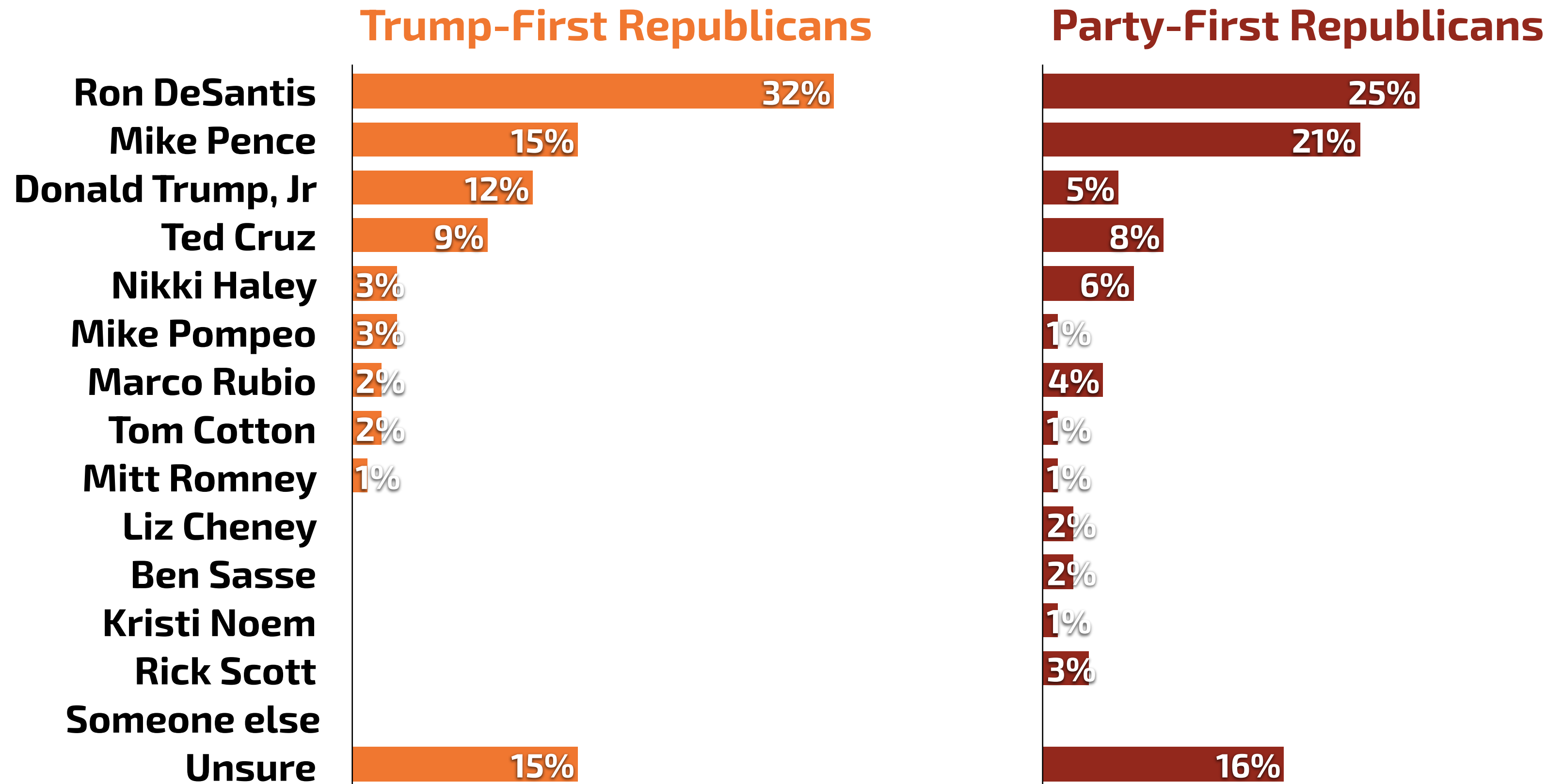
● Ron DeSantis ● Mike Pence ● Donald Trump, Jr. ● Ted Cruz ● Mitt Romney



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DeSantis Leads With “Trump-First”; Pence Closer With “Party-First”

Q. If Donald Trump does NOT seek the Republican nomination for President in 2024 and the Republican presidential primaries were being held today, for whom would you vote? [Asked of Republican+Lean Voters]



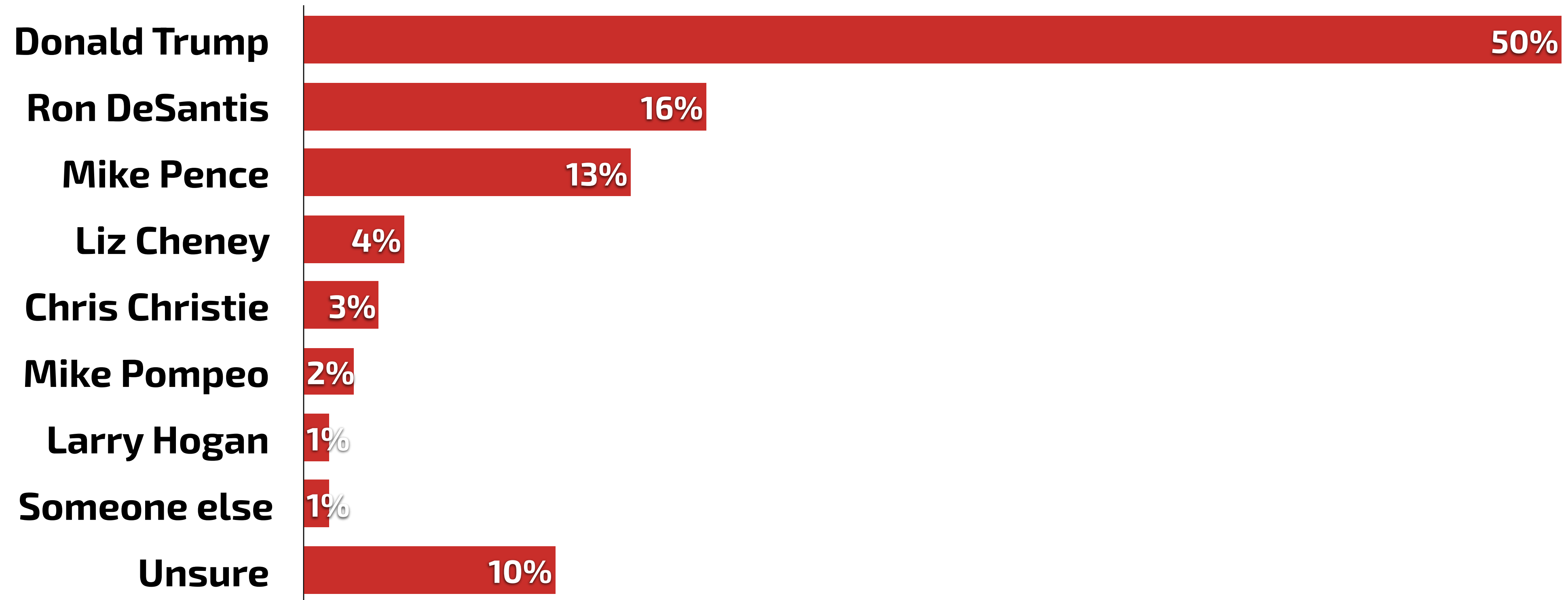
The following candidates were tested but received 1% or LESS vote share in both breaks:

- Larry Hogan
- Tim Scott
- Greg Abbott
- Chris Christie
- Josh Hawley
- Glenn Youngkin



Trump Wins Half Of GOP In Field With Potential Challengers

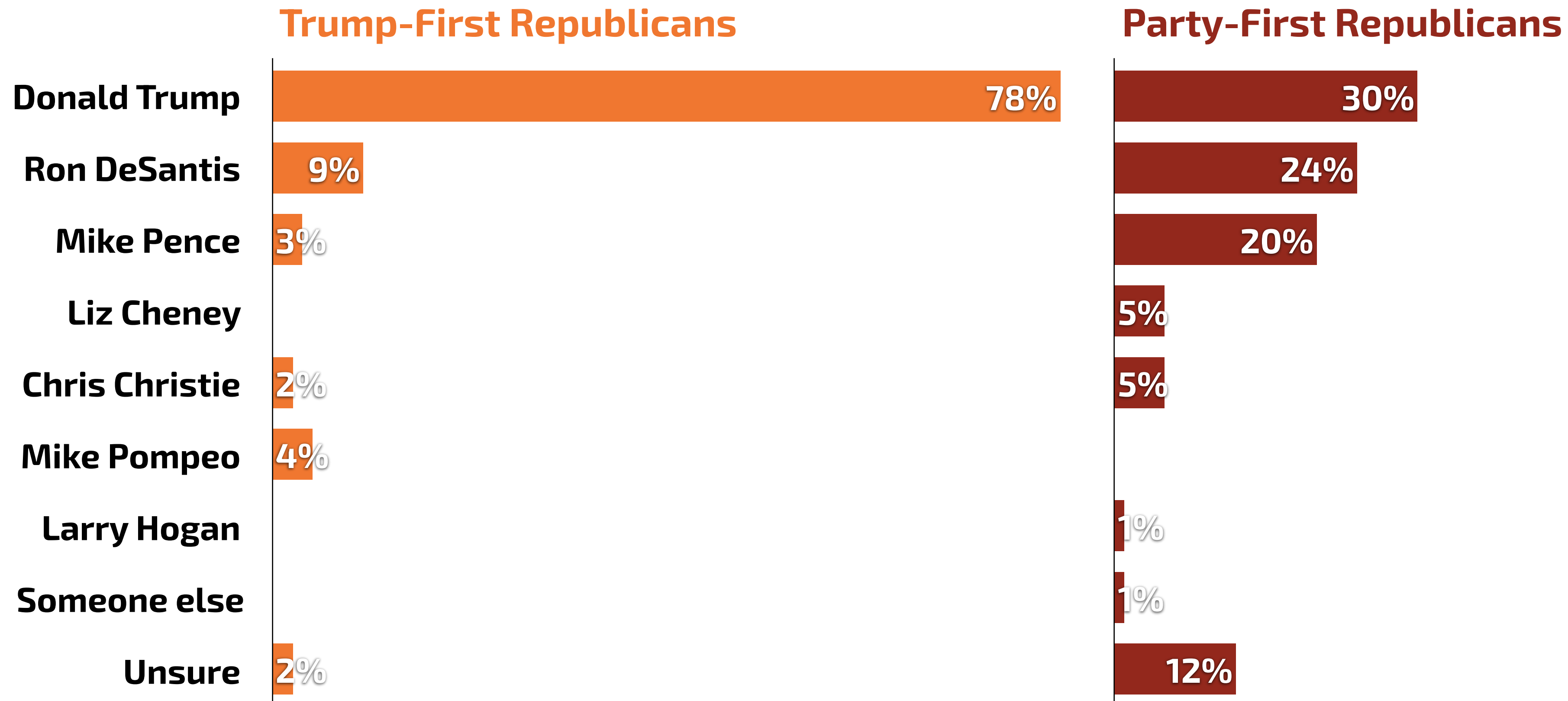
Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]



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Party-First GOP Split Between Trump, DeSantis, Pence

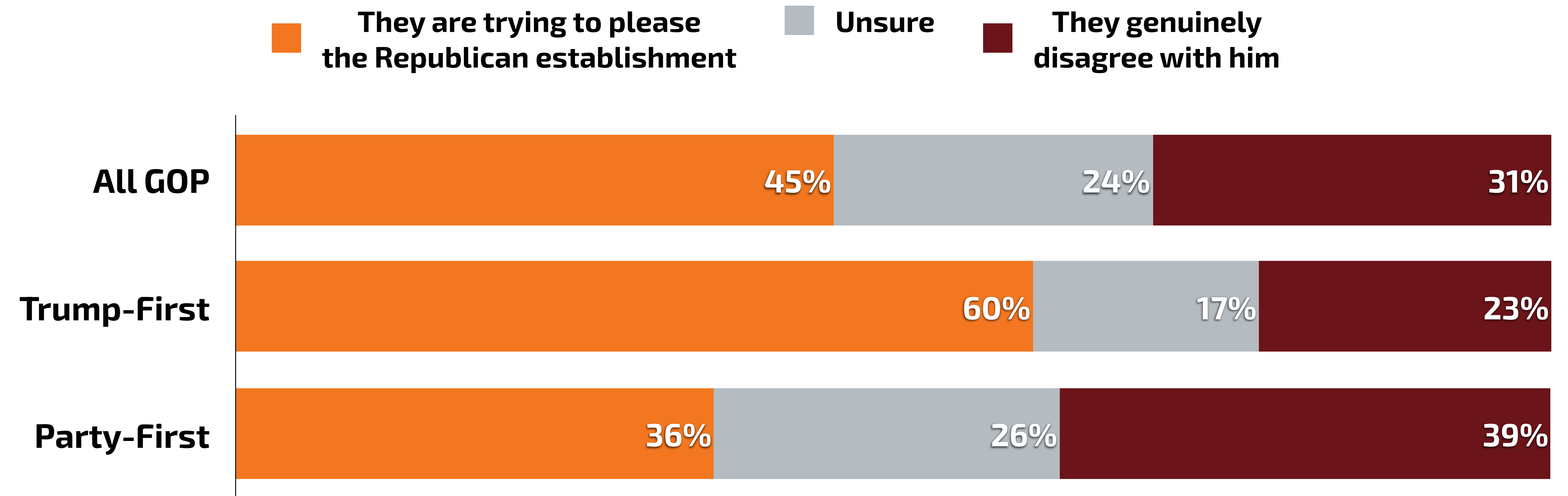
Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]



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Plurality Of GOP Says Criticizing Trump Is To Please Establishment

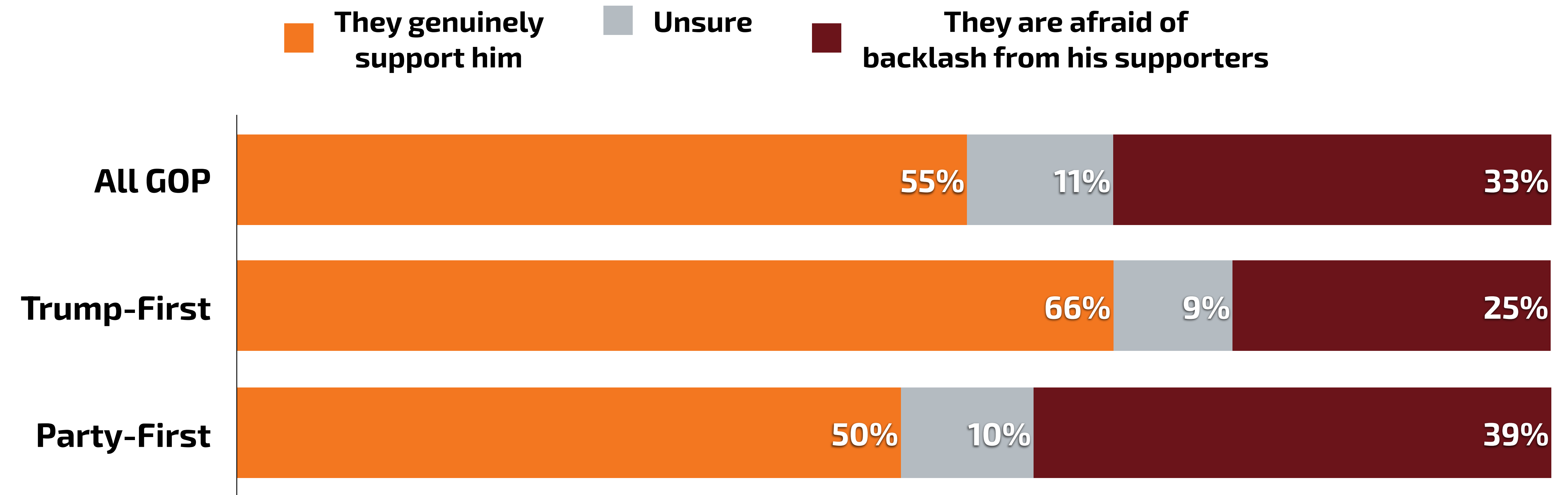
Q. When Republican politicians criticize Donald Trump, do you think it is generally more because...?
[Asked of Republican+Lean Voters]



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Majority Of GOP Says Praise Of Trump Is Due To Agreement

Q. When Republican politicians praise Donald Trump, do you think it is generally more because...?
[Asked of Republican+Lean Voters]



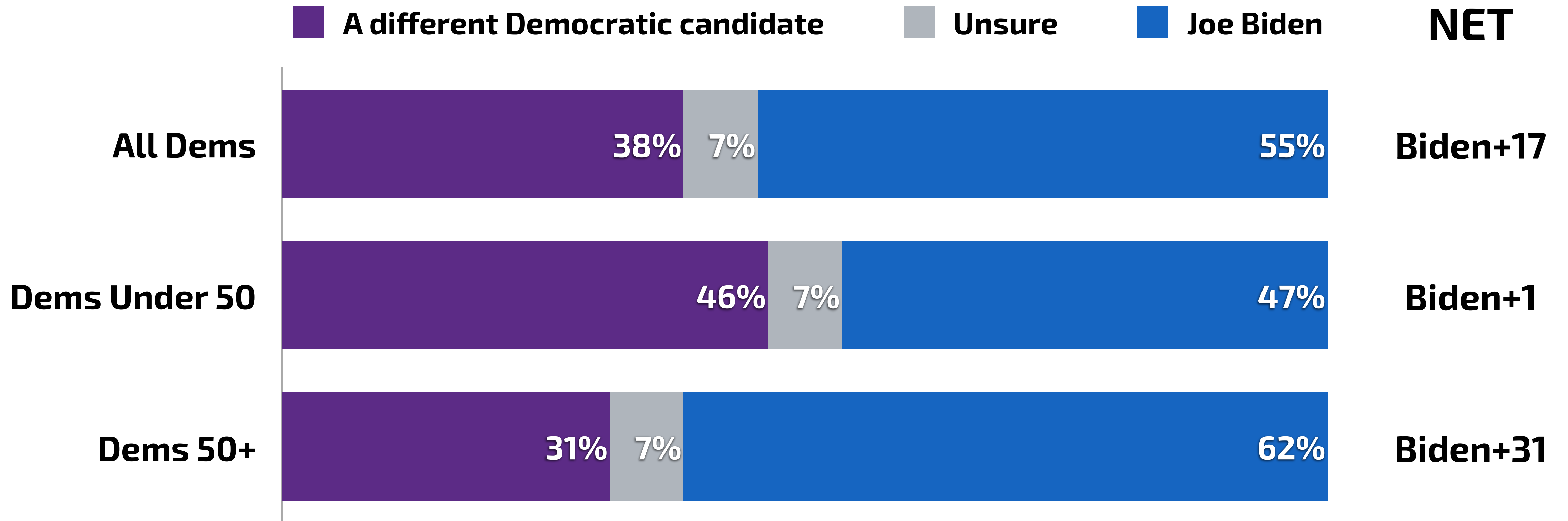
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2024 Democratic Primary



Biden +17 Over Generic Dem; +1 Among Younger Dems

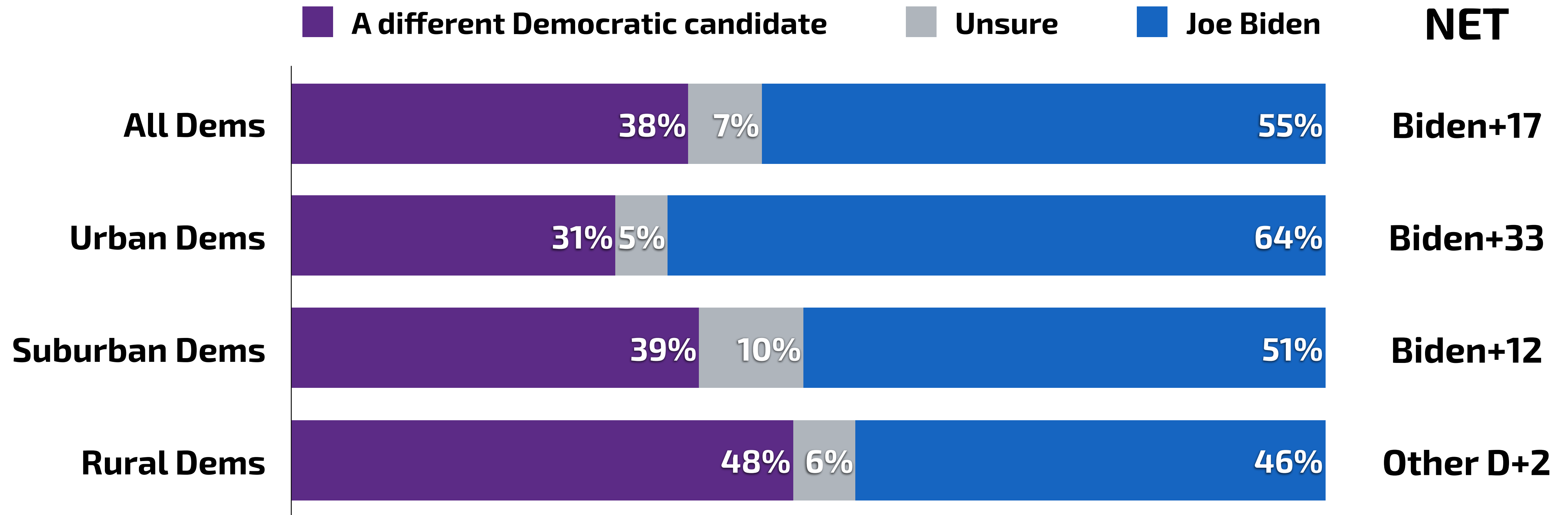
Q. If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Democratic+Lean Voters]



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Biden Support Vs. Generic Dem Strongest With Urban Dems

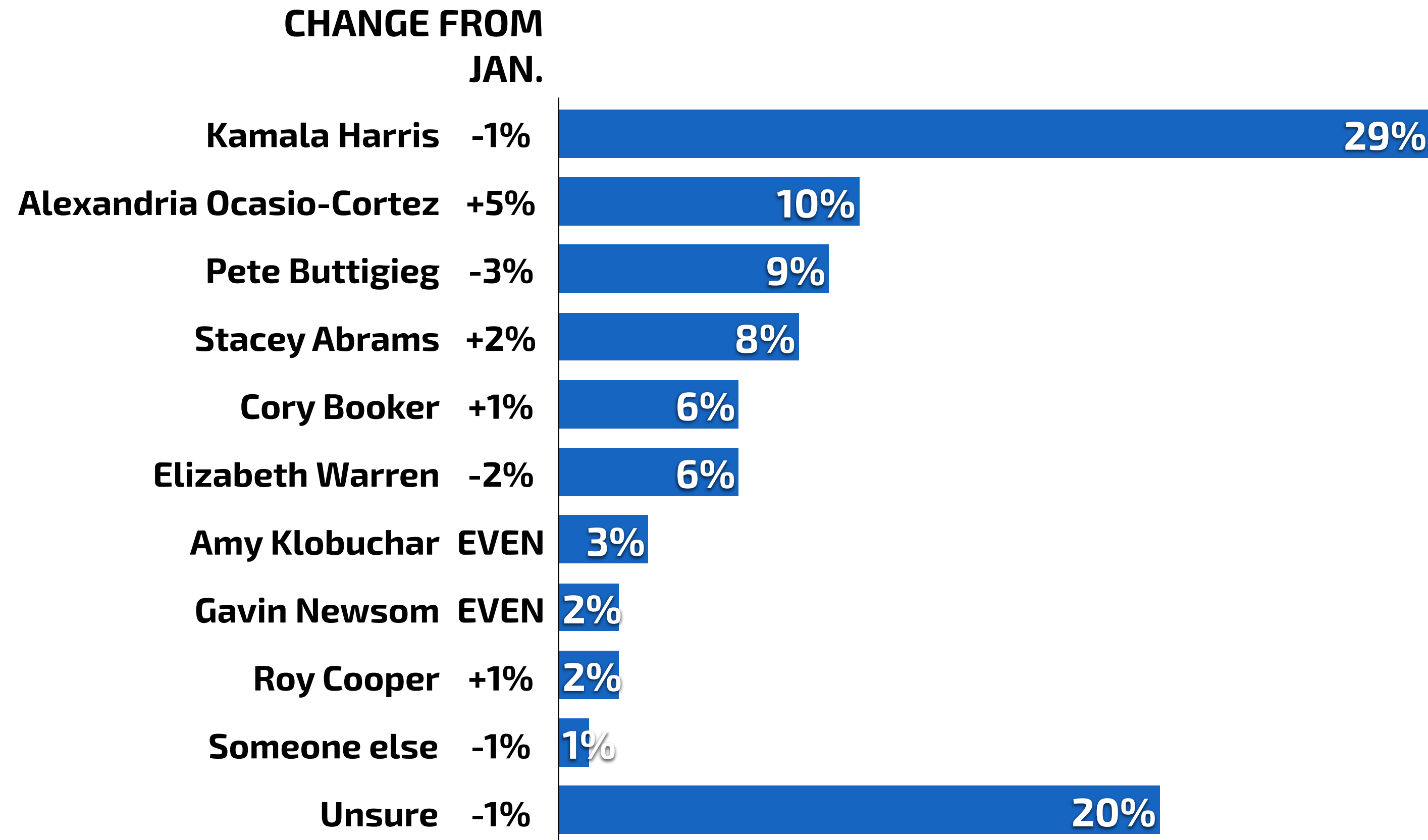
Q. If the 2024 Democratic presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Democratic+Lean Voters]



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Harris Holds Strong Lead In Non-Biden 2024 Field

Q. If Joe Biden does NOT seek the Democratic nomination for President in 2024 and the Democratic presidential primaries were being held today, for whom would you vote? [Asked of Democratic+Lean Voters]



The following candidates were tested but received 1% or LESS vote share:

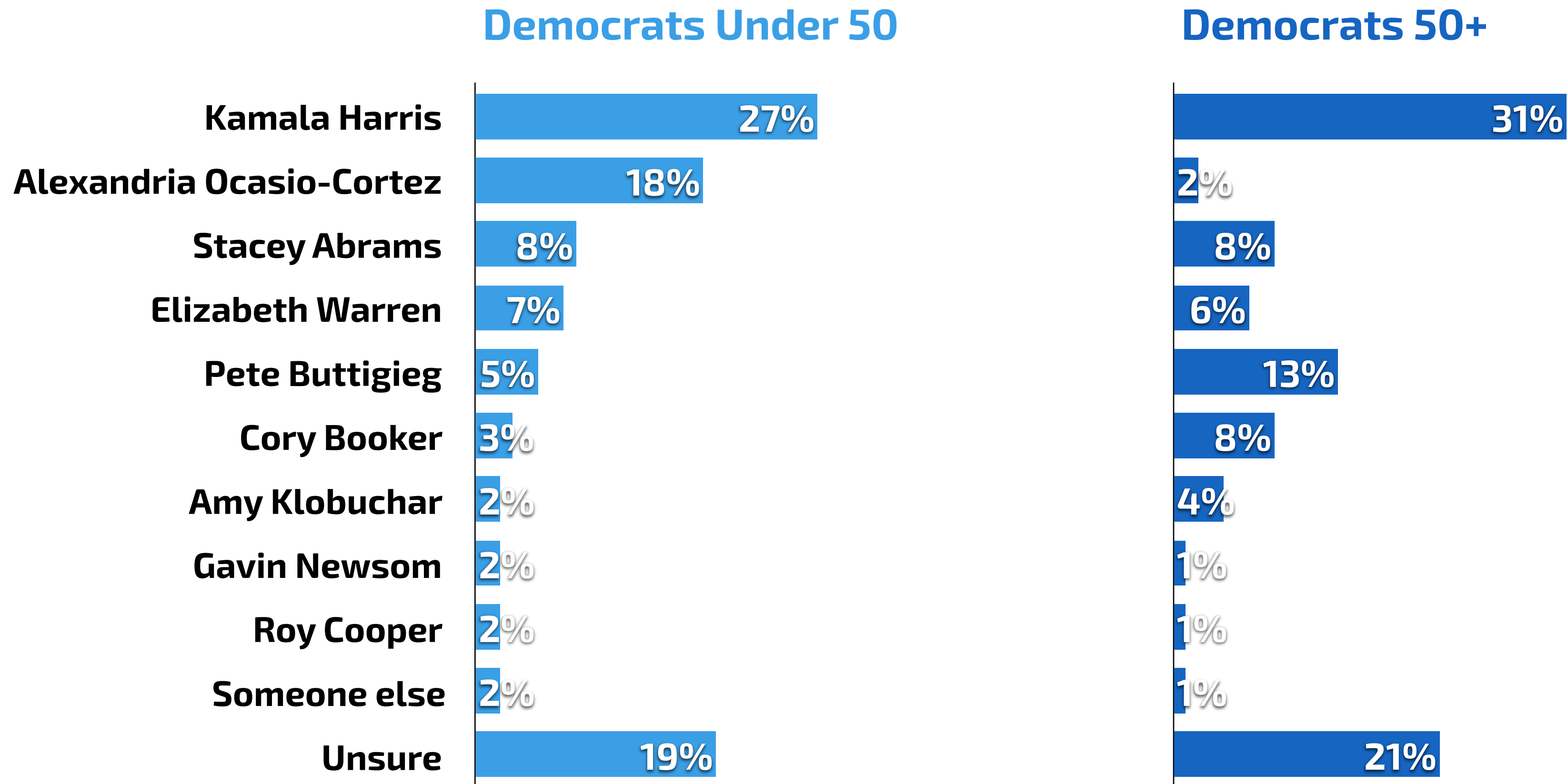
Andy Beshear
Kyrsten Sinema
Gina Raimondo
Phil Murphy
J.B. Pritzker
Mitch Landrieu
Gretchen Whitmer
Eric Adams



N = 1,078 RV nationwide, fielded February 19-23, 2022

Harris Leads Among Both Older And Younger Democrats

Q. If Joe Biden does NOT seek the Democratic nomination for President in 2024 and the Democratic presidential primaries were being held today, for whom would you vote? [Asked of Democratic+Lean Voters]



The following candidates were tested but received 1% or LESS vote share in both breaks:

- Kyrsten Sinema
- Gina Raimondo
- Phil Murphy
- J.B. Pritzker
- Mitch Landrieu
- Andy Beshear
- Gretchen Whitmer
- Eric Adams





Verified Voter Omnibus

Your questions answered by real voters

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





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